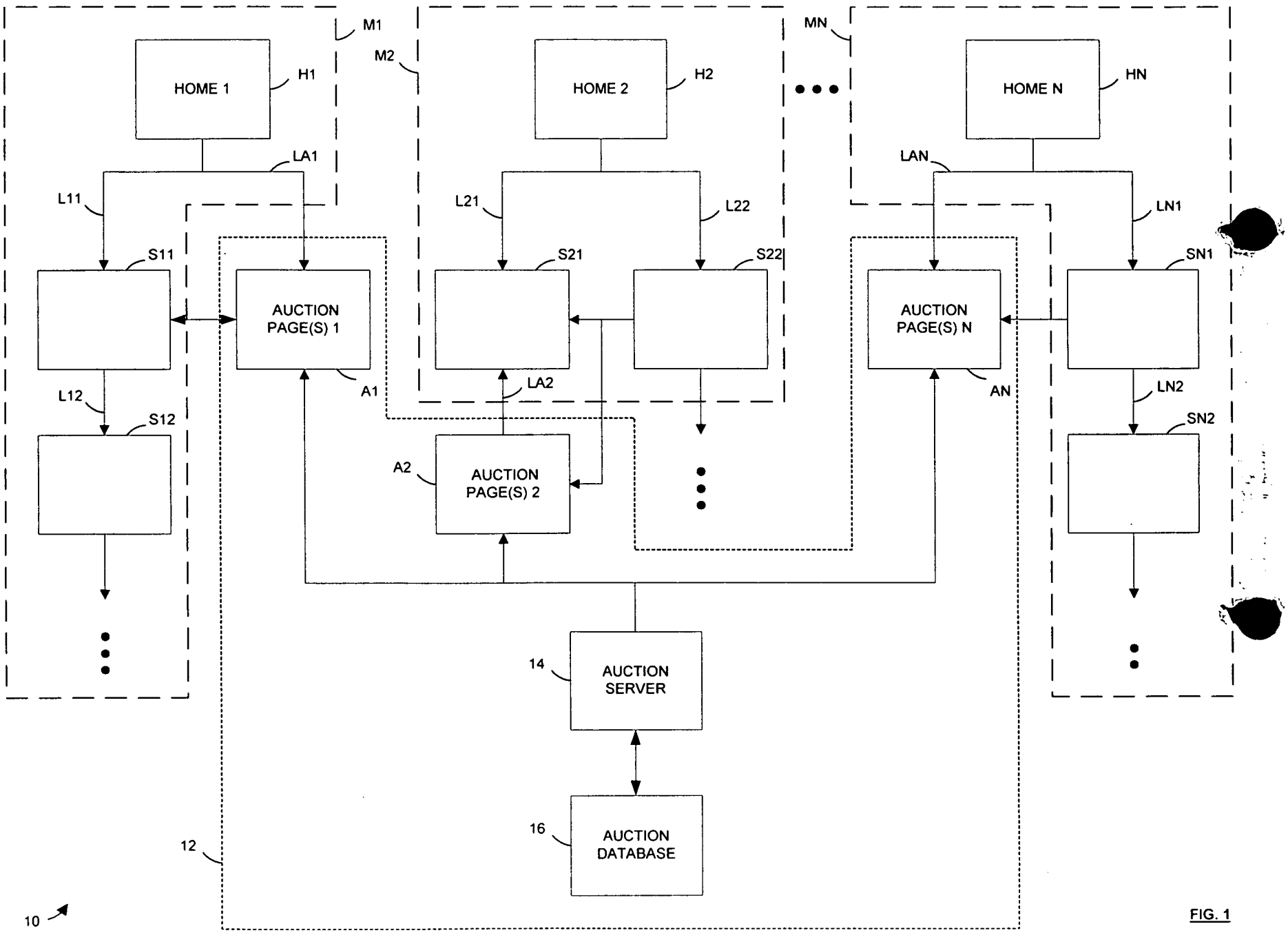
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H1
LA1
L11
S11
L12
S12
AUCTION PAGE(S) 1
A1
M2
HOME 2
H2
L21
L22
S21
S22
LA2
A2
AUCTION PAGE(S) 2
MN
HOME N
HN
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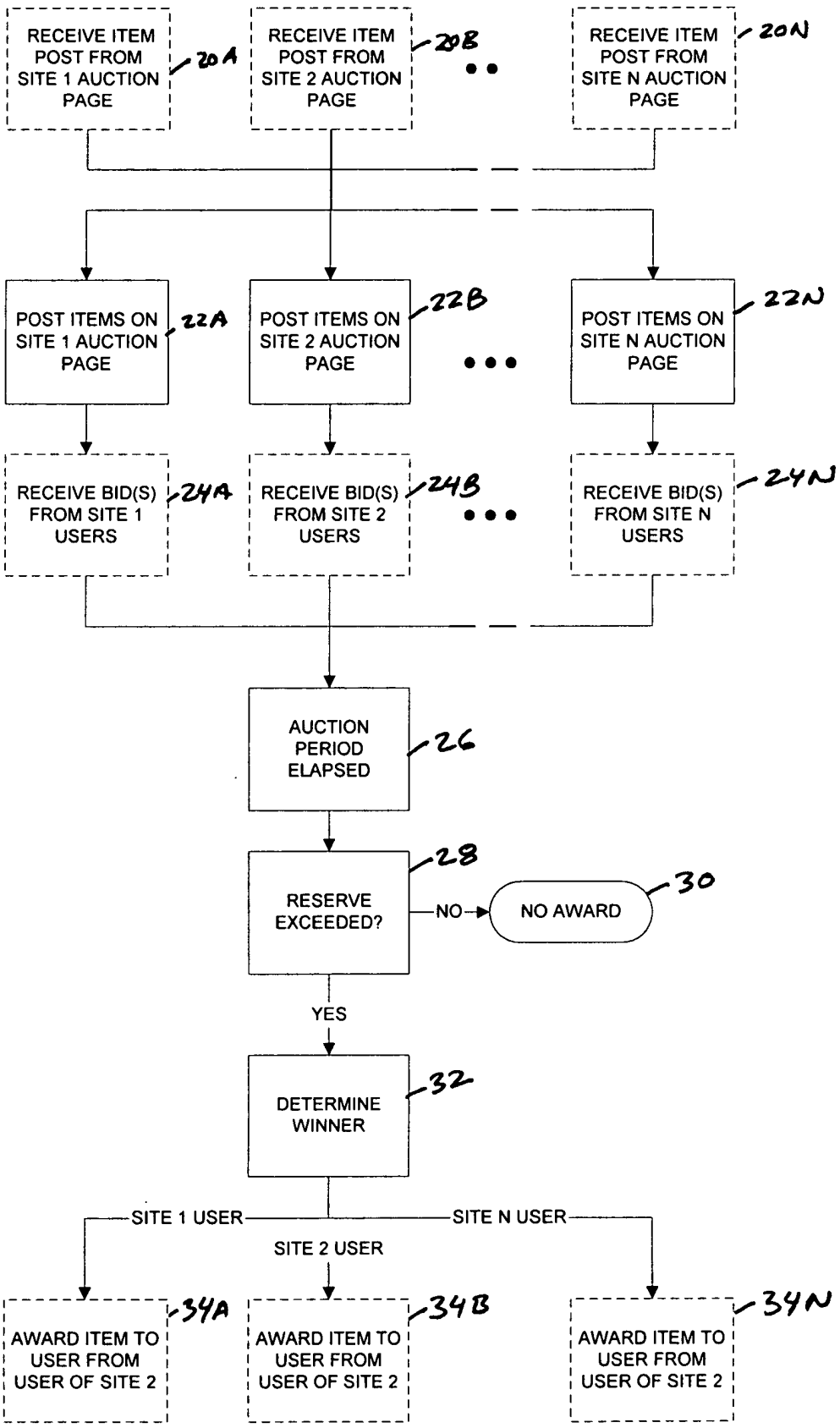
AN
14
AUCTION SERVER
16
AUCTION DATABASE
12
10

FIG. 1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20A
RECEIVE ITEM POST FROM SITE 2 AUCTION PAGE
20B
RECEIVE ITEM POST FROM SITE N AUCTION PAGE
20N
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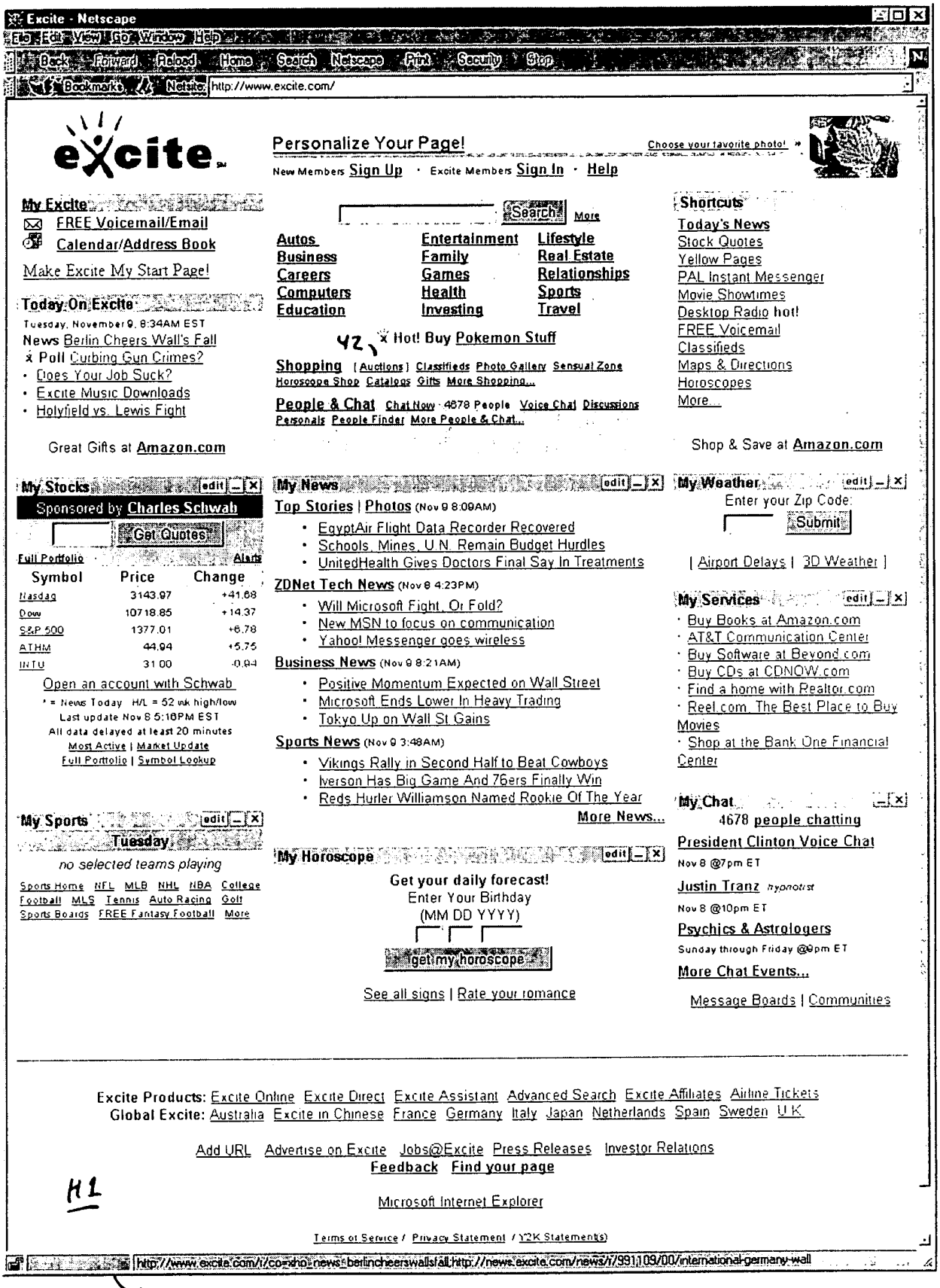
22A
POST ITEMS ON SITE 2 AUCTION PAGE
22B
POST ITEMS ON SITE N AUCTION PAGE
22N
RECEIVE BID(S) FROM SITE 1 USERS
24A
RECEIVE BID(S) FROM SITE 2 USERS
24B
RECEIVE BID(S) FROM SITE N USERS
24N
AUCTION PERIOD ELAPSED
26
RESERVE EXCEEDED?
28
NO
NO AWARD
30
YES
DETERMINE WINNER
32
SITE 1 USER
SITE 2 USER
SITE N USER
AWARD ITEM TO USER FROM USER OF SITE 2
34A
AWARD ITEM TO USER FROM USER OF SITE 2
34B
AWARD ITEM TO USER FROM USER OF SITE 2
34N

FIG. 2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Get your daily forecast!
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4678 people chatting
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Sunday through Friday @9pm ET
More Chat Events...
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Excite Products: Excite Online Excite Direct Excite Assistant Advanced Search Excite Affiliates Airline Tickets
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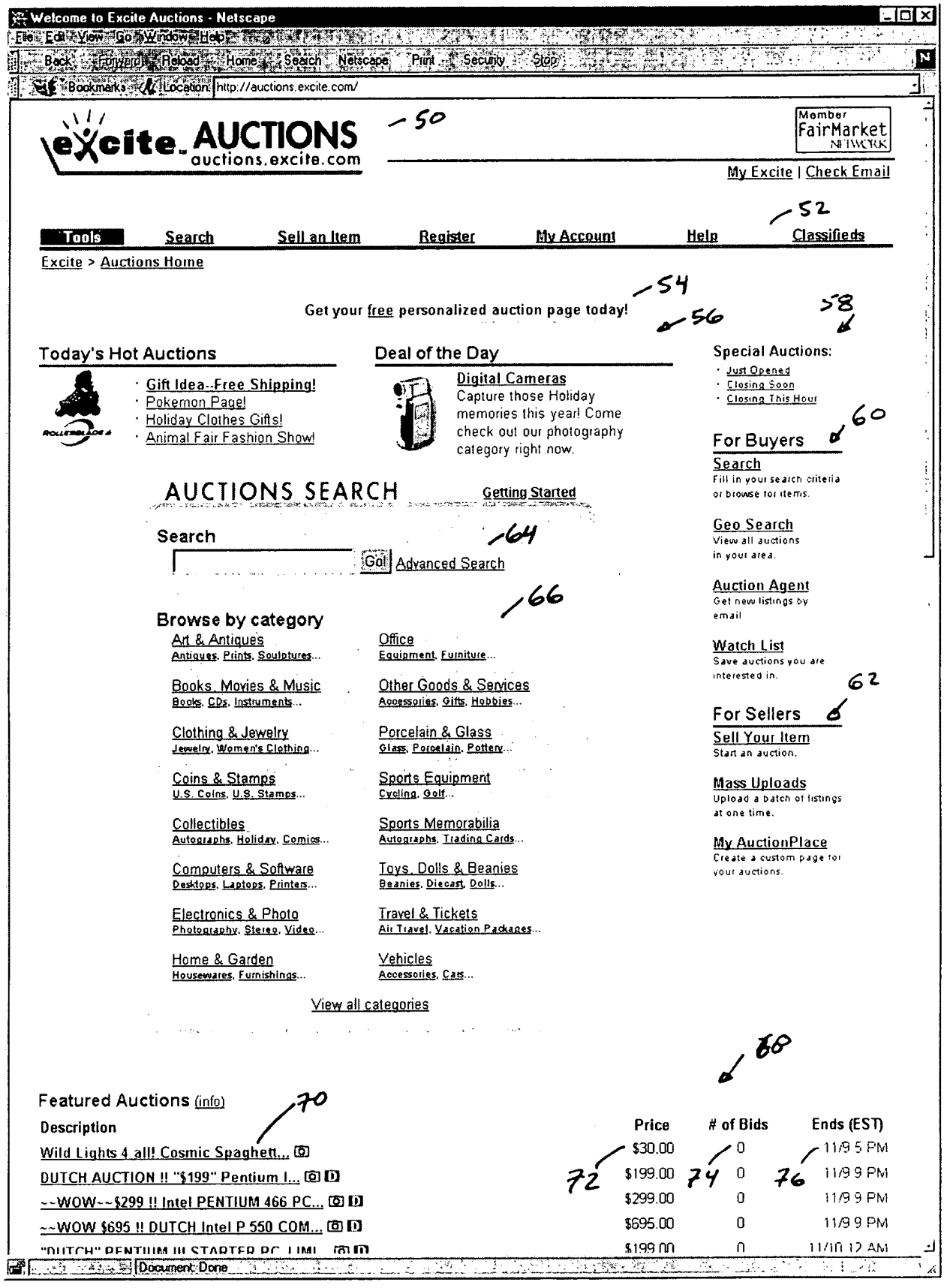
42
H1
40

FIG. 3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Office
Equipment, Furniture...
Other Goods & Services
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Glass, Porcelain, Pottery...
Sports Equipment
Cycling, Golf...
Sports Memorabilia
Autographs, Trading Cards...
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70
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# of Bids
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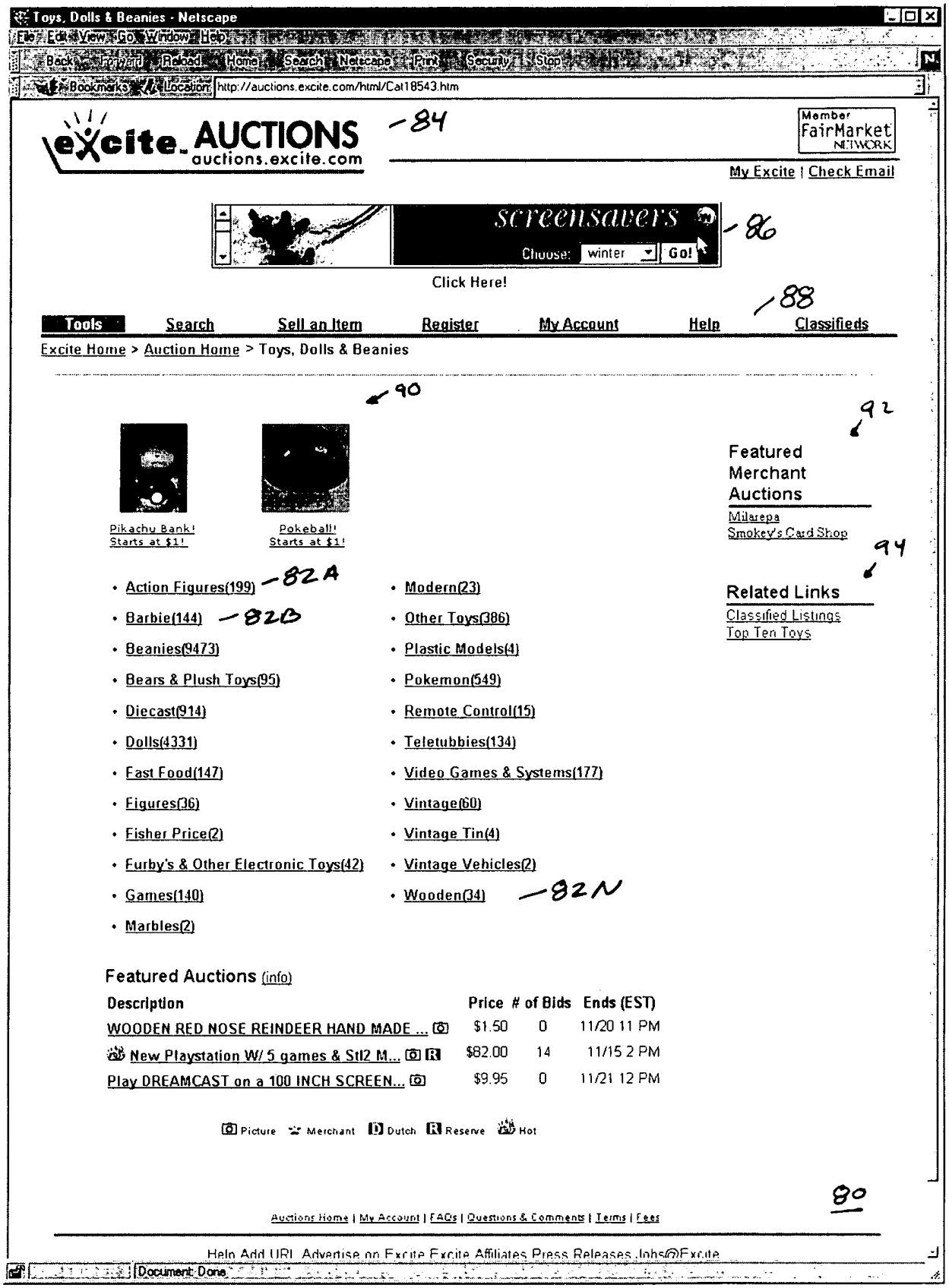
DUTCH AUCTION !! "$199" Pentium I... $199.00 0 11/9 9 PM
~~WOW~~$299 !! Intel PENTIUM 466 PC... $299.00 0 11/9 9 PM
~~WOW $695 !! DUTCH Intel P 550 COM... $695.00 0 11/9 9 PM
72
74
76
Document: Done

FIG. 4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Marbles(2)
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Pokemon(549)
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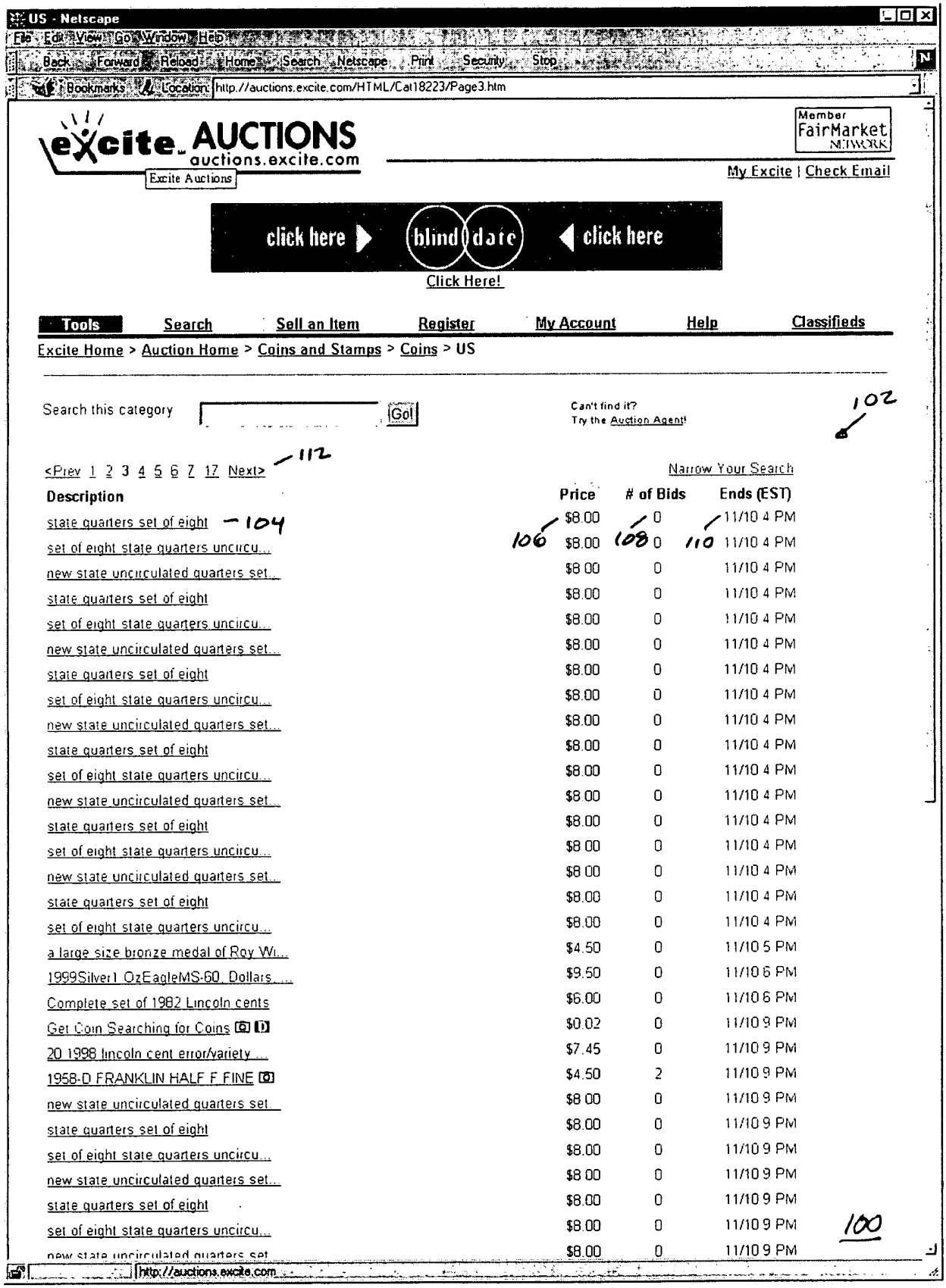
FIG. 5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108
110
set of eight state quarters uncircu... $8.00 0 11/10 4 PM
new state uncirculated quarters set... $8.00 0 11/10 4 PM
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state quarters set of eight $8.00 0 11/10 4 PM
set of eight state quarters uncircu... $8.00 0 11/10 4 PM
a large size bronze medal of Roy Wi... $4.50 0 11/10 5 PM
1999Silver1 OzEagleMS-60 Dollars.... $9.50 0 11/10 6 PM
Complete set of 1982 Lincoln cents $6.00 0 11/10 6 PM
Get Coin Searching for Coins $0.02 0 11/10 9 PM
20 1998 lincoln cent error/variety ... $7.45 0 11/10 9 PM
1958-D FRANKLIN HALF F FINE $4.50 2 11/10 9 PM
new state uncirculated quarters set... $8.00 0 11/10 9 PM
state quarters set of eight $8.00 0 11/10 9 PM
set of eight state quarters uncircu... $8.00 0 11/10 9 PM
new state uncirculated quarters set... $8.00 0 11/10 9 PM
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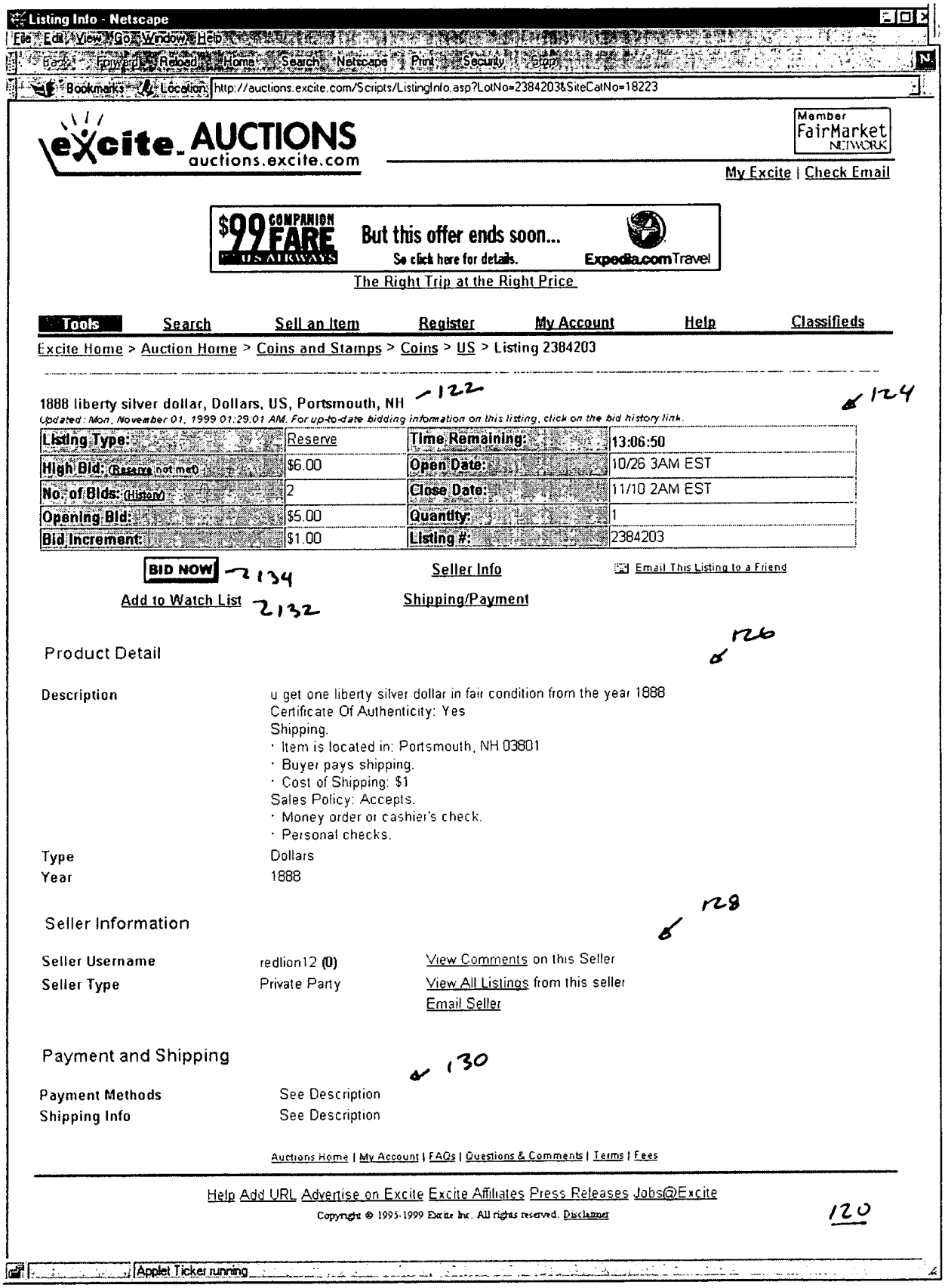
FIG. 6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122
124
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Time Remaining: 13:06:50
High Bid: (Reserve not met) $6.00
Open Date: 10/26 3AM EST
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Close Date: 11/10 2AM EST
Opening Bid: $5.00
Quantity: 1
Bid Increment: $1.00
Listing #: 2384203
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134
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132
Seller Info
Shipping/Payment
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Product Detail
126
Description
u get one liberty silver dollar in fair condition from the year 1888
Certificate Of Authenticity: Yes
Shipping.
· Item is located in: Portsmouth, NH 03801
· Buyer pays shipping.
· Cost of Shipping: $1
Sales Policy: Accepts.
· Money order or cashier's check.
· Personal checks.
Type Dollars
Year 1888
Seller Information
128
Seller Username redlion12 (0)
Seller Type Private Party
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FIG. 7

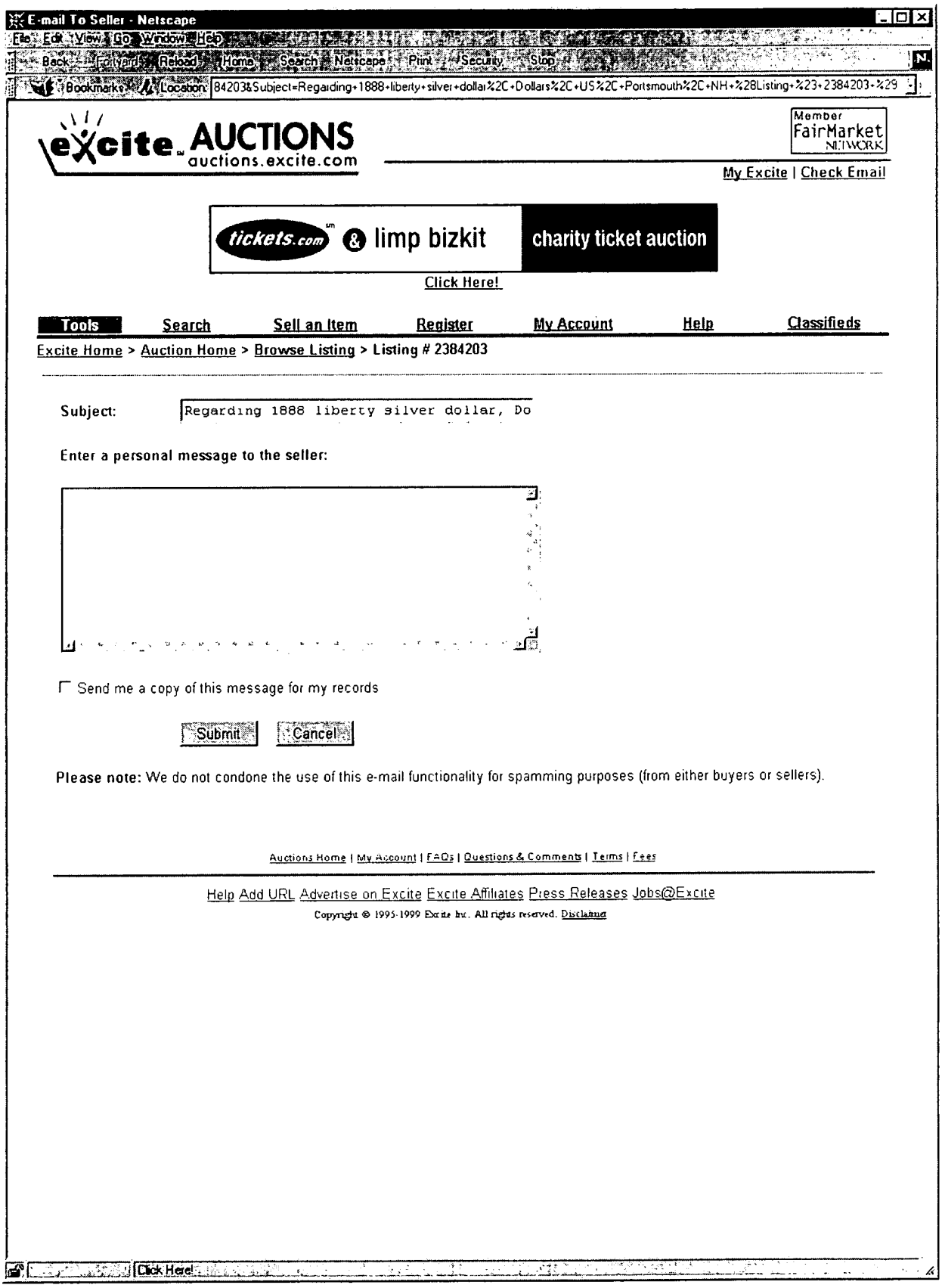
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FIG. 8

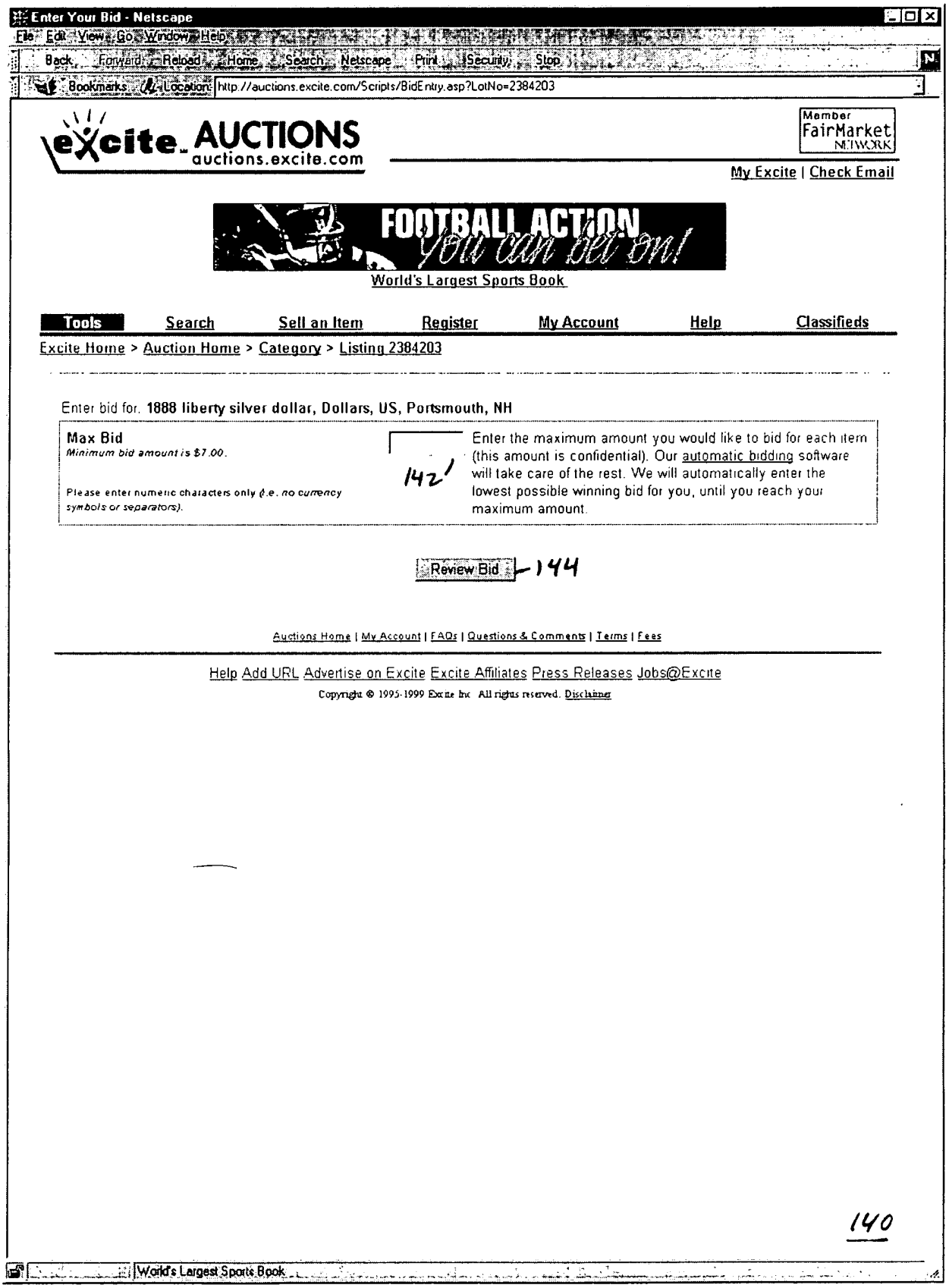
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FIG. 9

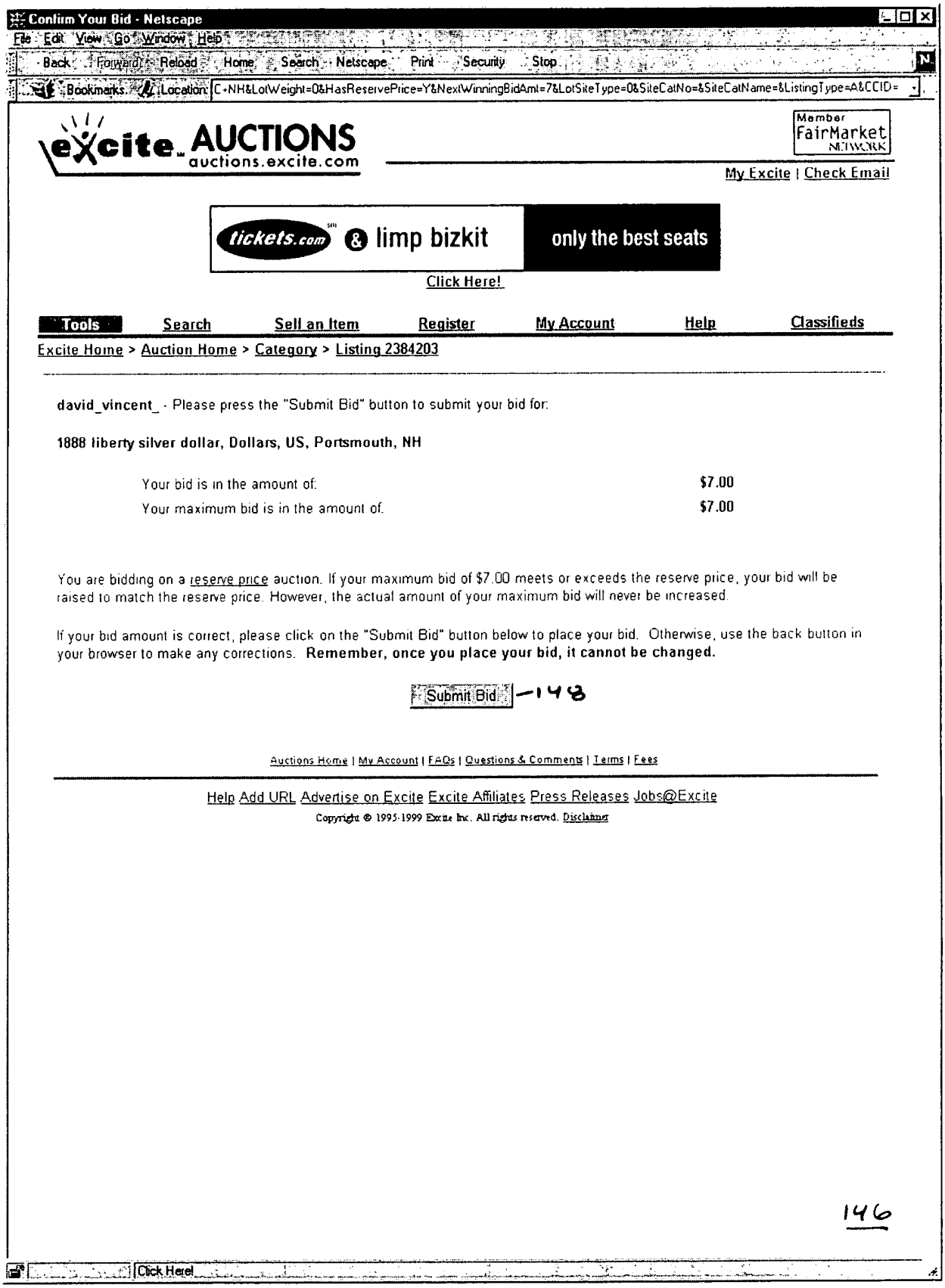
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FIG. 10

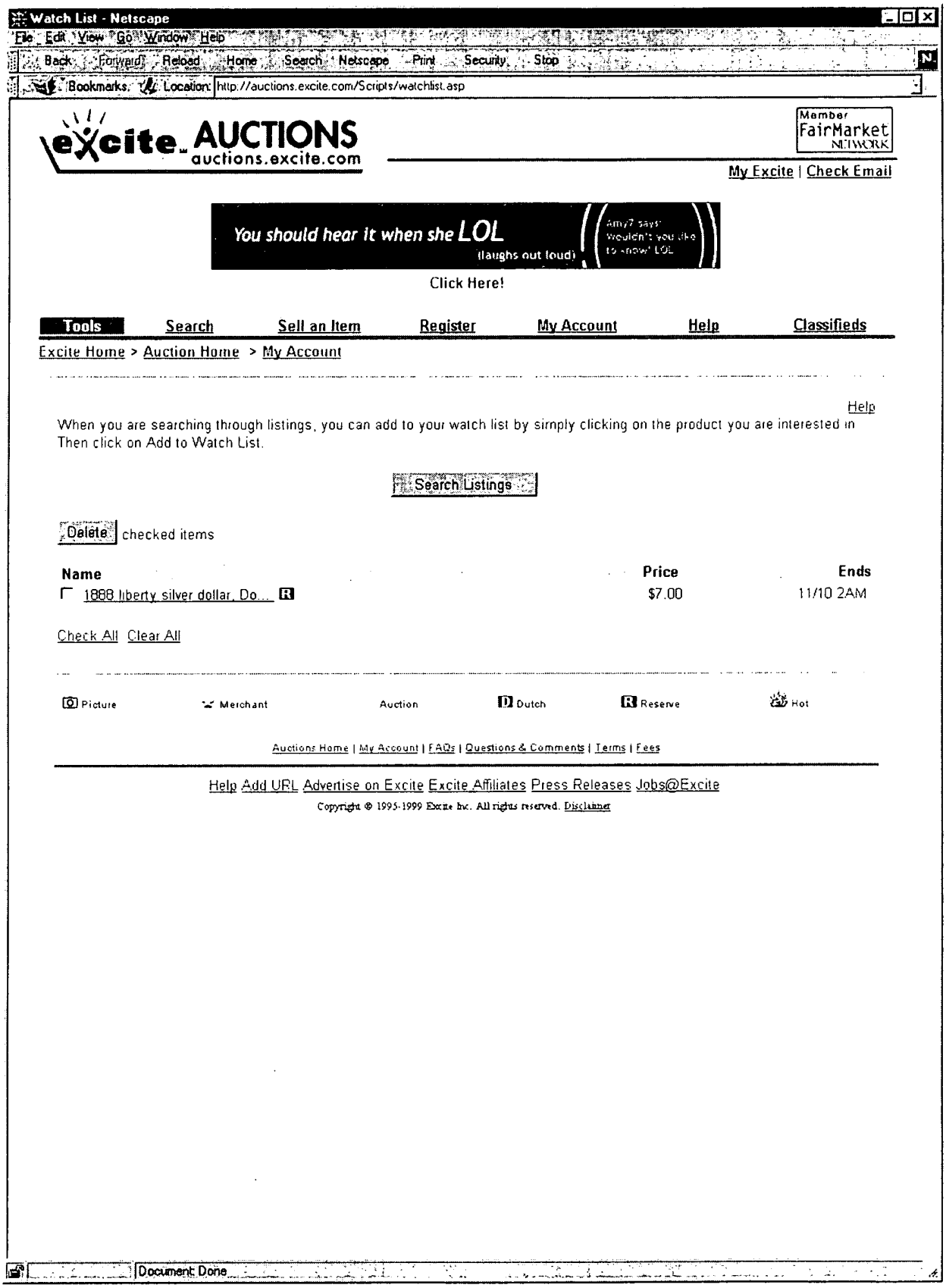
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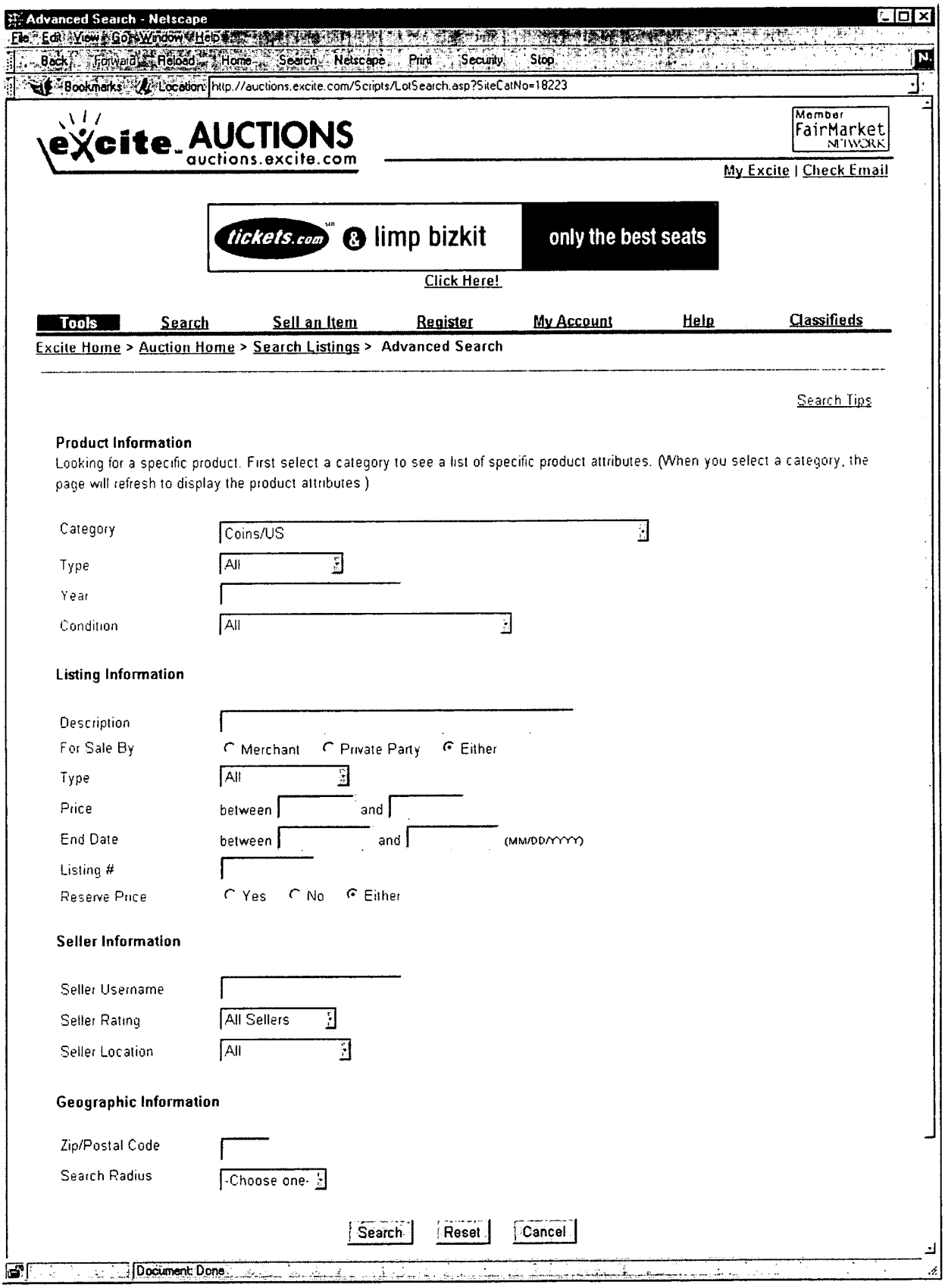
FIG. 11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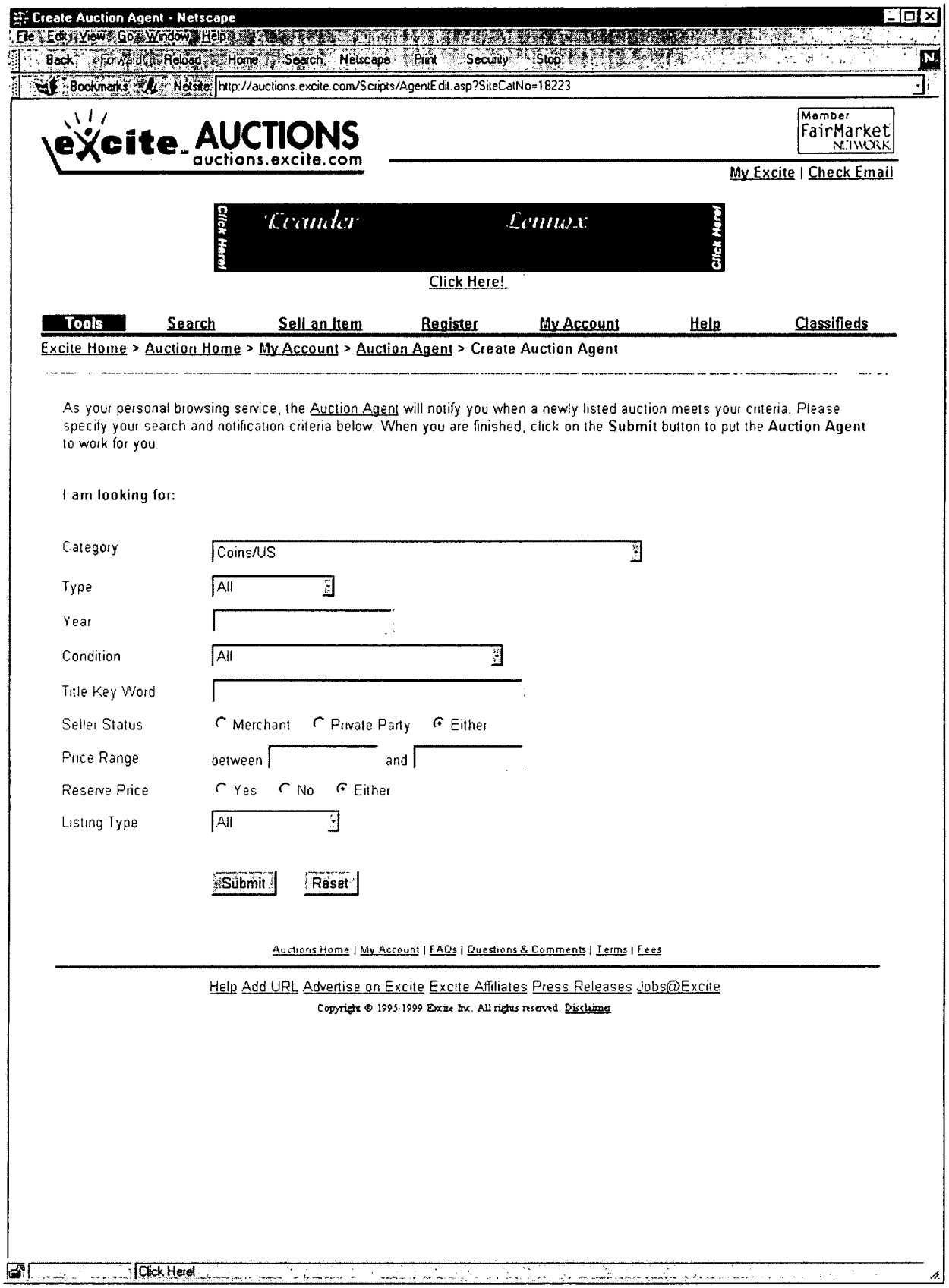
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Classifieds
Excite Home > Auction Home > My Account > Auction Agent > Create Auction Agent
As your personal browsing service, the Auction Agent will notify you when a newly listed auction meets your criteria. Please specify your search and notification criteria below. When you are finished, click on the Submit button to put the Auction Agent to work for you.
I am looking for:
Category
Coins/US
Type
All
Year
Condition
All
Title Key Word
Seller Status
Merchant
Private Party
Either
Price Range
between
and
Reserve Price
Yes
No
Either
Listing Type
All
Submit
Reset
Auctions Home | My Account | FAQs | Questions & Comments | Terms | Fees
Help Add URL Advertise on Excite Excite Affiliates Press Releases Jobs@Excite
Copyright © 1995-1999 Excite Inc. All rights reserved. Disclaimer
Click Here!

FIG. 13

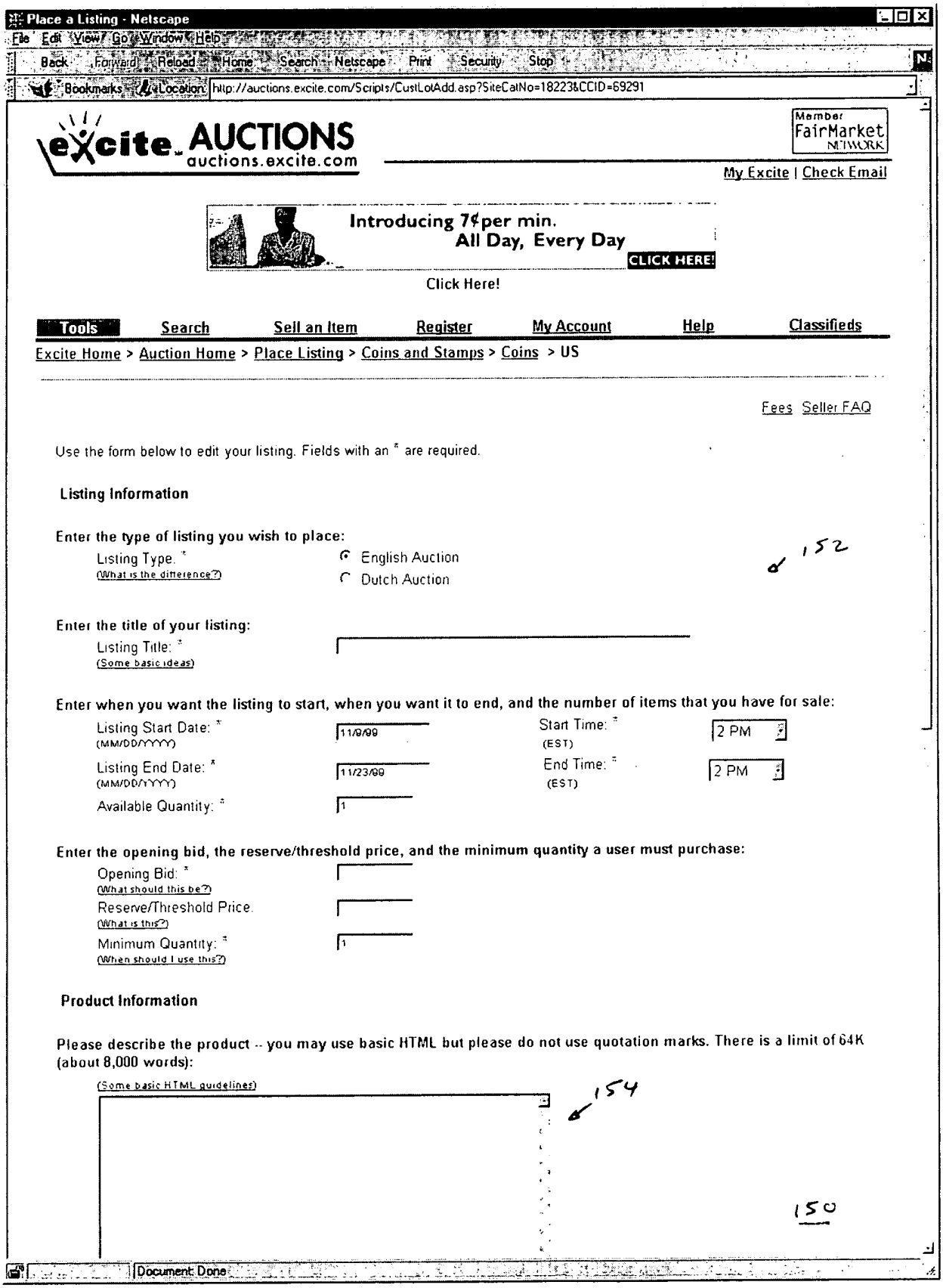
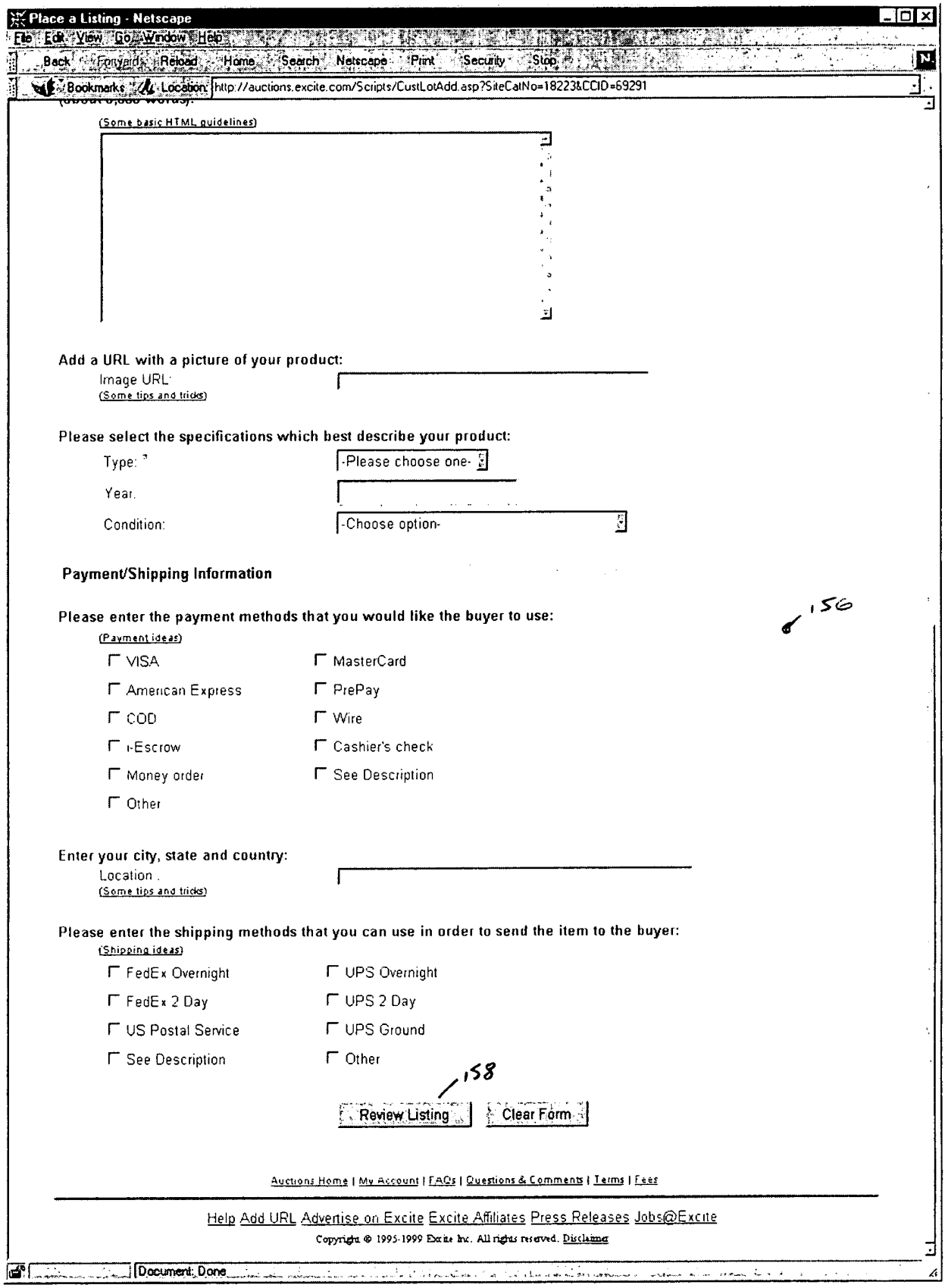

Place a Listing - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://auctions.excite.com/Scripts/CustLotAdd.asp?SiteCatNo=18223&CCID=69291
eXcite AUCTIONS
auctions.excite.com
Member FairMarket NETWORK
My Excite | Check Email
Introducing 7¢ per min.
All Day, Every Day
CLICK HERE!
Click Here!
Tools Search Sell an Item Register My Account Help Classifieds
Excite Home > Auction Home > Place Listing > Coins and Stamps > Coins > US
Fees Seller FAQ
Use the form below to edit your listing. Fields with an * are required.
Listing Information
Enter the type of listing you wish to place:
Listing Type. *
(What is the difference?)
English Auction
Dutch Auction
152
Enter the title of your listing:
Listing Title: *
(Some basic ideas)
Enter when you want the listing to start, when you want it to end, and the number of items that you have for sale:
Listing Start Date: * (MM/DD/YYYY) 11/9/99
Start Time: * (EST) 2 PM
Listing End Date: * (MM/DD/YYYY) 11/23/99
End Time: * (EST) 2 PM
Available Quantity: * 1
Enter the opening bid, the reserve/threshold price, and the minimum quantity a user must purchase:
Opening Bid: *
(What should this be?)
Reserve/Threshold Price.
(What is this?)
Minimum Quantity: * 1
(When should I use this?)
Product Information
Please describe the product -- you may use basic HTML but please do not use quotation marks. There is a limit of 64K (about 8,000 words):
(Some basic HTML guidelines)
154
150
Document: Done

FIG. 14A


Place a Listing - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://auctions.excite.com/Scripts/CustLotAdd.asp?SiteCatNo=18223&COID=69291
(Some basic HTML guidelines)
Add a URL with a picture of your product:
Image URL:
(Some tips and tricks)
Please select the specifications which best describe your product:
Type:
-Please choose one-
Year.
Condition:
-Choose option-
Payment/Shipping Information
Please enter the payment methods that you would like the buyer to use:
156
(Payment ideas)
VISA
MasterCard
American Express
PrePay
COD
Wire
i-Escrow
Cashier's check
Money order
See Description
Other
Enter your city, state and country:
Location .
(Some tips and tricks)
Please enter the shipping methods that you can use in order to send the item to the buyer:
(Shipping ideas)
FedEx Overnight
UPS Overnight
FedEx 2 Day
UPS 2 Day
US Postal Service
UPS Ground
See Description
Other
158
Review Listing
Clear Form
Auctions Home | My Account | FAQs | Questions & Comments | Terms | Fees
Help Add URL Advertise on Excite Excite Affiliates Press Releases Jobs@Excite
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Document: Done

FIG. 14B

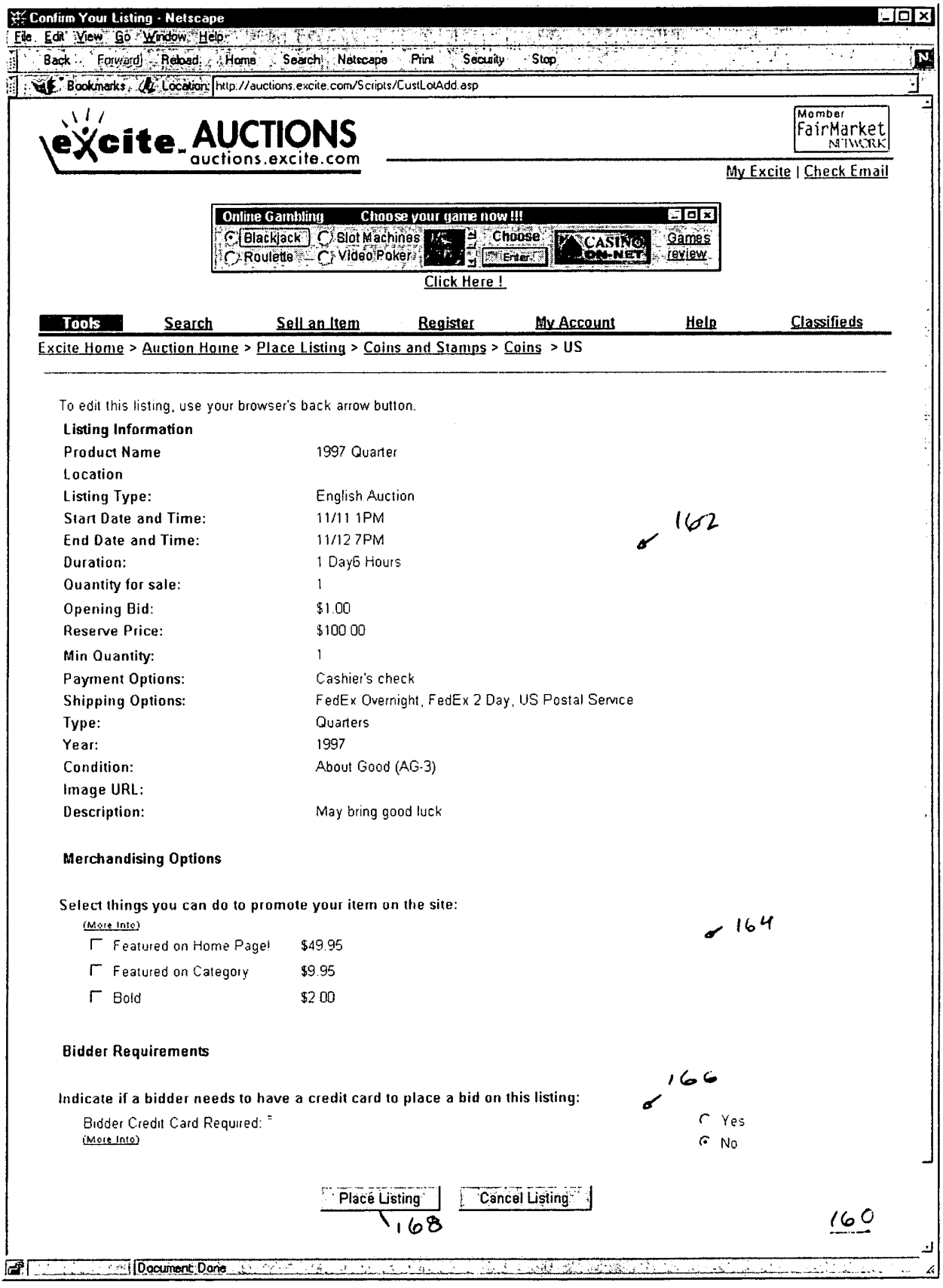
Confirm Your Listing - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://auctions.excite.com/Scripts/CustLotAdd.asp
excite AUCTIONS
auctions.excite.com
Member FairMarket NETWORK
My Excite | Check Email
Online Gambling Choose your game now !!!
Blackjack Slot Machines Choose
Roulette Video Poker Enter
CASINO ON-NET
Games review
Click Here !
Tools Search Sell an Item Register My Account Help Classifieds
Excite Home > Auction Home > Place Listing > Coins and Stamps > Coins > US
To edit this listing, use your browser's back arrow button.
Listing Information
Product Name 1997 Quarter
Location
Listing Type: English Auction
Start Date and Time: 11/11 1PM
End Date and Time: 11/12 7PM
Duration: 1 Day6 Hours
Quantity for sale: 1
Opening Bid: $1.00
Reserve Price: $100.00
Min Quantity: 1
Payment Options: Cashier's check
Shipping Options: FedEx Overnight, FedEx 2 Day, US Postal Service
Type: Quarters
Year: 1997
Condition: About Good (AG-3)
Image URL:
Description: May bring good luck
162
Merchandising Options
Select things you can do to promote your item on the site:
(More Info)
Featured on Home Page! $49.95
Featured on Category $9.95
Bold $2.00
164
Bidder Requirements
Indicate if a bidder needs to have a credit card to place a bid on this listing:
Bidder Credit Card Required:
(More Info)
Yes
No
166
Place Listing
Cancel Listing
168
160
Document: Done

FIG. 15

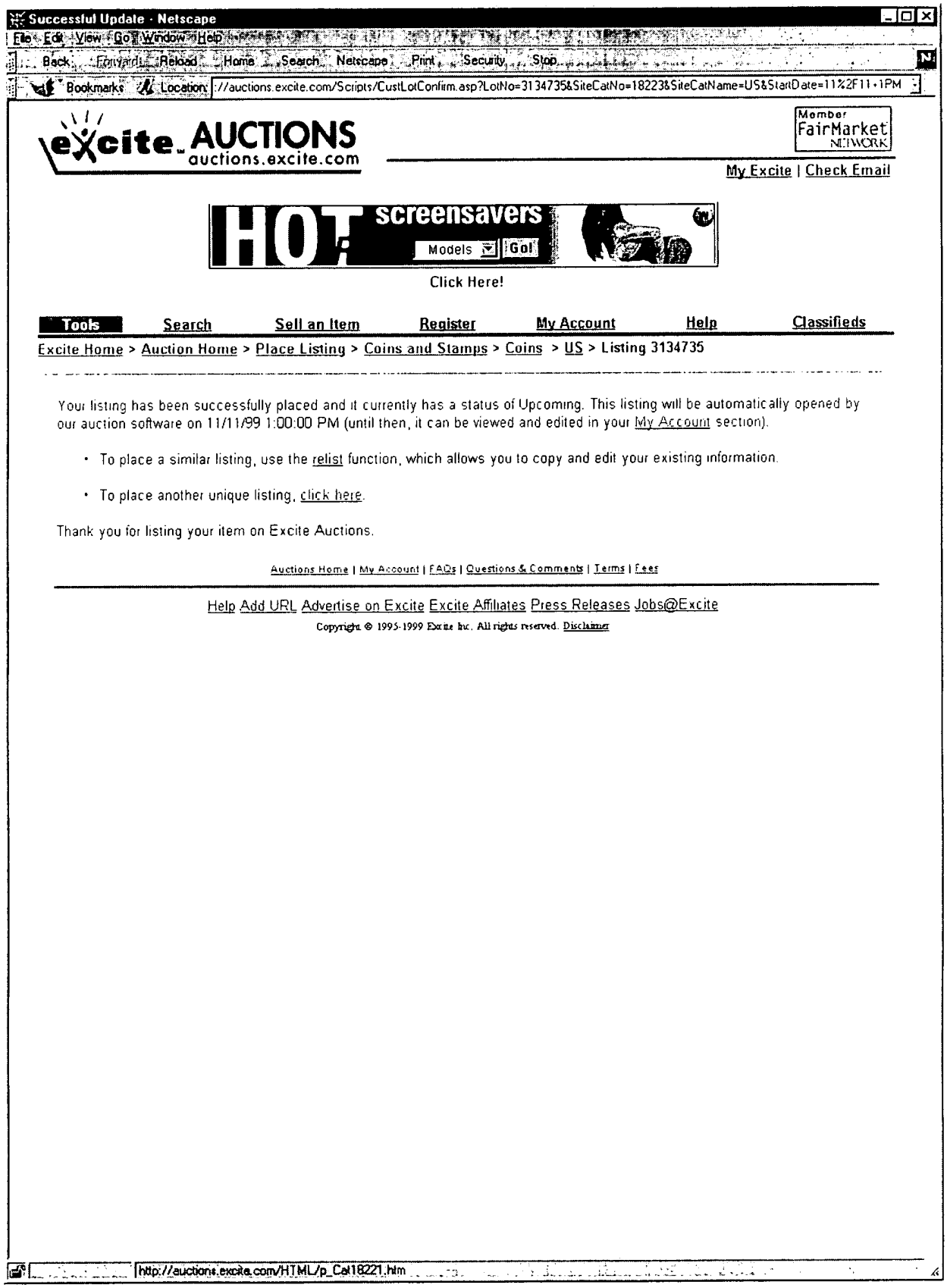
Successful Update - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: //auctions.excite.com/Scripts/CustLotConfirm.asp?LotNo=3134735&SiteCatNo=18223&SiteCatName=US&StartDate=11%2F11+1PM
eXcite AUCTIONS
auctions.excite.com
Member FairMarket NETWORK
My Excite | Check Email
HOT screensavers
Models Go!
Click Here!
Tools Search Sell an Item Register My Account Help Classifieds
Excite Home > Auction Home > Place Listing > Coins and Stamps > Coins > US > Listing 3134735
Your listing has been successfully placed and it currently has a status of Upcoming. This listing will be automatically opened by our auction software on 11/11/99 1:00:00 PM (until then, it can be viewed and edited in your My Account section).
• To place a similar listing, use the relist function, which allows you to copy and edit your existing information.
• To place another unique listing, click here.
Thank you for listing your item on Excite Auctions.
Auctions Home | My Account | FAQs | Questions & Comments | Terms | Fees
Help Add URL Advertise on Excite Excite Affiliates Press Releases Jobs@Excite
Copyright © 1995-1999 Excite Inc. All rights reserved. Disclaimer
http://auctions.excite.com/HTML/p_Cat18221.htm

FIG. 16

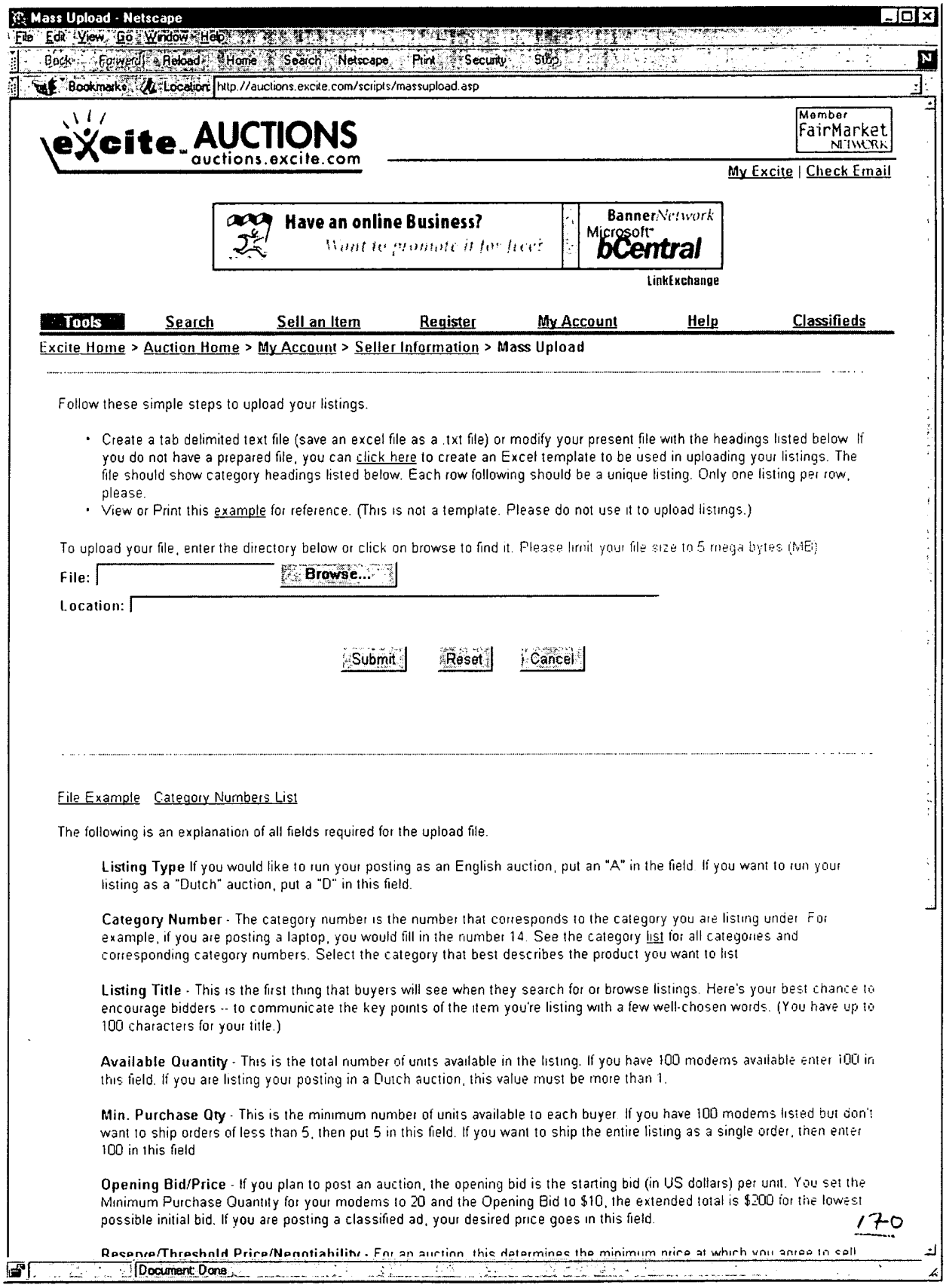
Mass Upload - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location http://auctions.excite.com/scripts/massupload.asp
excite AUCTIONS
auctions.excite.com
Member FairMarket NETWORK
My Excite | Check Email
Have an online Business?
Want to promote it for free?
BannerNetwork
Microsoft bCentral
LinkExchange
Tools Search Sell an Item Register My Account Help Classifieds
Excite Home > Auction Home > My Account > Seller Information > Mass Upload
Follow these simple steps to upload your listings.
Create a tab delimited text file (save an excel file as a .txt file) or modify your present file with the headings listed below. If you do not have a prepared file, you can click here to create an Excel template to be used in uploading your listings. The file should show category headings listed below. Each row following should be a unique listing. Only one listing per row, please.
View or Print this example for reference. (This is not a template. Please do not use it to upload listings.)
To upload your file, enter the directory below or click on browse to find it. Please limit your file size to 5 mega bytes (MB)
File: Browse...
Location:
Submit Reset Cancel
File Example Category Numbers List
The following is an explanation of all fields required for the upload file.
Listing Type If you would like to run your posting as an English auction, put an "A" in the field. If you want to run your listing as a "Dutch" auction, put a "D" in this field.
Category Number - The category number is the number that corresponds to the category you are listing under. For example, if you are posting a laptop, you would fill in the number 14. See the category list for all categories and corresponding category numbers. Select the category that best describes the product you want to list
Listing Title - This is the first thing that buyers will see when they search for or browse listings. Here's your best chance to encourage bidders -- to communicate the key points of the item you're listing with a few well-chosen words. (You have up to 100 characters for your title.)
Available Quantity - This is the total number of units available in the listing. If you have 100 modems available enter 100 in this field. If you are listing your posting in a Dutch auction, this value must be more than 1.
Min. Purchase Qty - This is the minimum number of units available to each buyer. If you have 100 modems listed but don't want to ship orders of less than 5, then put 5 in this field. If you want to ship the entire listing as a single order, then enter 100 in this field
Opening Bid/Price - If you plan to post an auction, the opening bid is the starting bid (in US dollars) per unit. You set the Minimum Purchase Quantity for your modems to 20 and the Opening Bid to $10, the extended total is $200 for the lowest possible initial bid. If you are posting a classified ad, your desired price goes in this field.
170
Reserve/Threshold Price/Negotiability - For an auction, this determines the minimum price at which you agree to sell
Document Done

FIG. 17

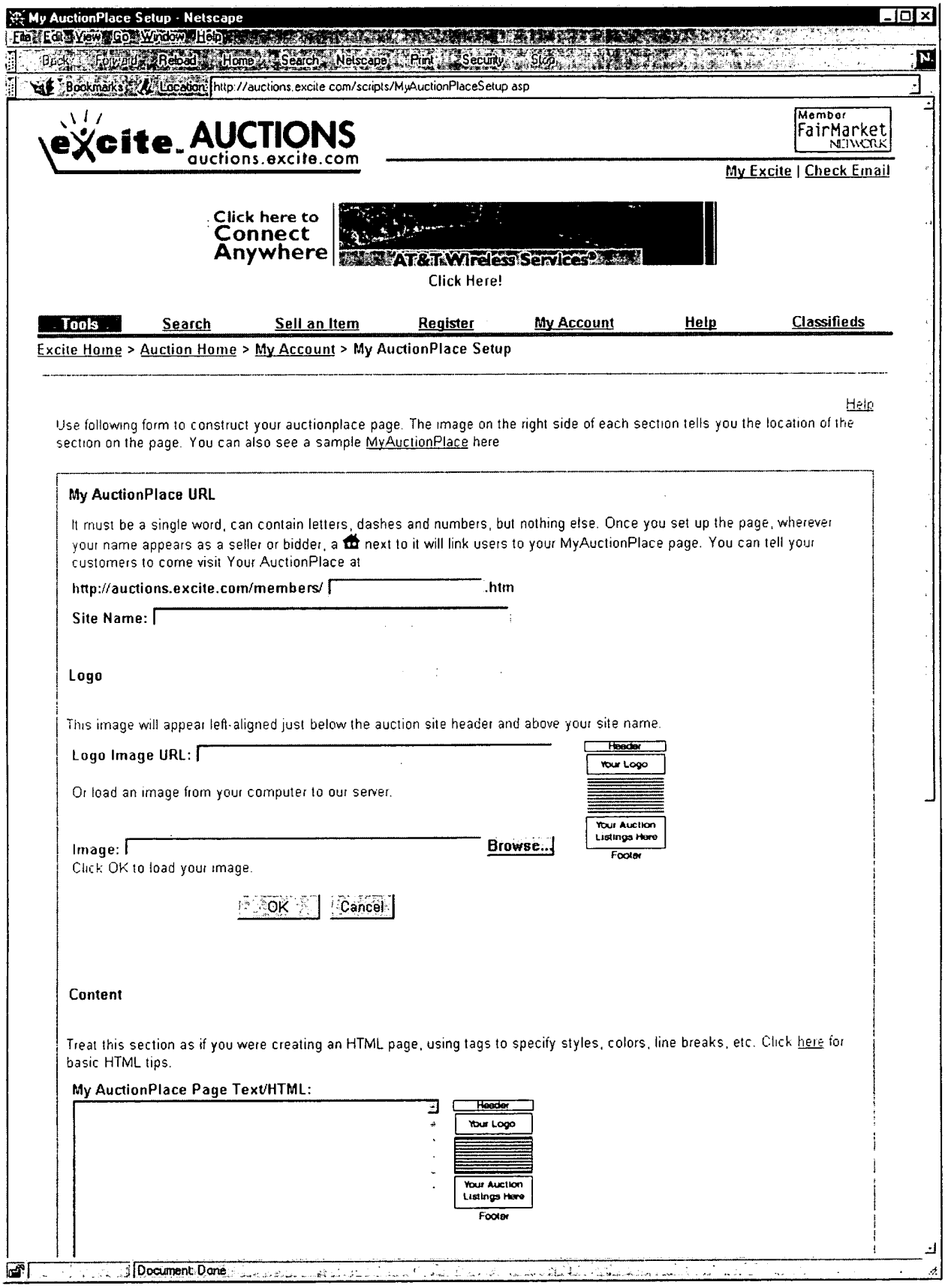
My AuctionPlace Setup - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://auctions.excite.com/scripts/MyAuctionPlaceSetup.asp
eXcite AUCTIONS
auctions.excite.com
Member FairMarket NETWORK
My Excite | Check Email
Click here to Connect Anywhere
AT&T Wireless Services
Click Here!
Tools
Search
Sell an Item
Register
My Account
Help
Classifieds
Excite Home > Auction Home > My Account > My AuctionPlace Setup
Help
Use following form to construct your auctionplace page. The image on the right side of each section tells you the location of the section on the page. You can also see a sample MyAuctionPlace here
My AuctionPlace URL
It must be a single word, can contain letters, dashes and numbers, but nothing else. Once you set up the page, wherever your name appears as a seller or bidder, a next to it will link users to your MyAuctionPlace page. You can tell your customers to come visit Your AuctionPlace at
http://auctions.excite.com/members/ .htm
Site Name:
Logo
This image will appear left-aligned just below the auction site header and above your site name.
Logo Image URL:
Header
Your Logo
Your Auction Listings Here
Footer
Or load an image from your computer to our server.
Image: Browse...
Click OK to load your image.
OK
Cancel
Content
Treat this section as if you were creating an HTML page, using tags to specify styles, colors, line breaks, etc. Click here for basic HTML tips.
My AuctionPlace Page Text/HTML:
Header
Your Logo
Your Auction Listings Here
Footer
Document: Done

FIG. 18A

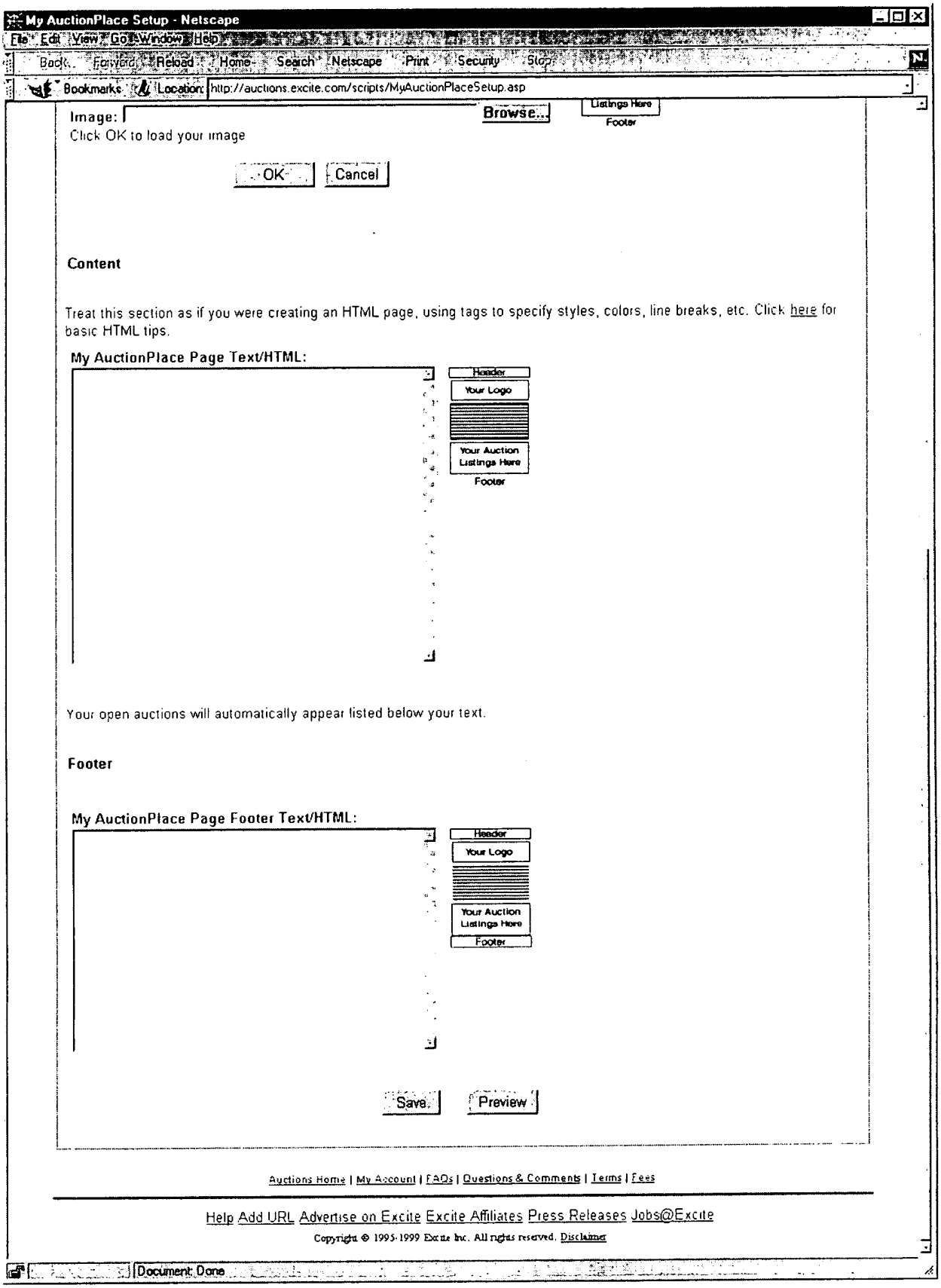
My AuctionPlace Setup - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://auctions.excite.com/scripts/MyAuctionPlaceSetup.asp
Image:
Browse...
Click OK to load your image
OK
Cancel
Content
Treat this section as if you were creating an HTML page, using tags to specify styles, colors, line breaks, etc. Click here for basic HTML tips.
My AuctionPlace Page Text/HTML:
Header
Your Logo
Your Auction Listings Here
Footer
Your open auctions will automatically appear listed below your text.
Footer
My AuctionPlace Page Footer Text/HTML:
Header
Your Logo
Your Auction Listings Here
Footer
Save
Preview
Auctions Home | My Account | FAQs | Questions & Comments | Terms | Fees
Help Add URL Advertise on Excite Excite Affiliates Press Releases Jobs@Excite
Copyright © 1995-1999 Excite Inc. All rights reserved. Disclaimer
Document: Done

FIG. 18B

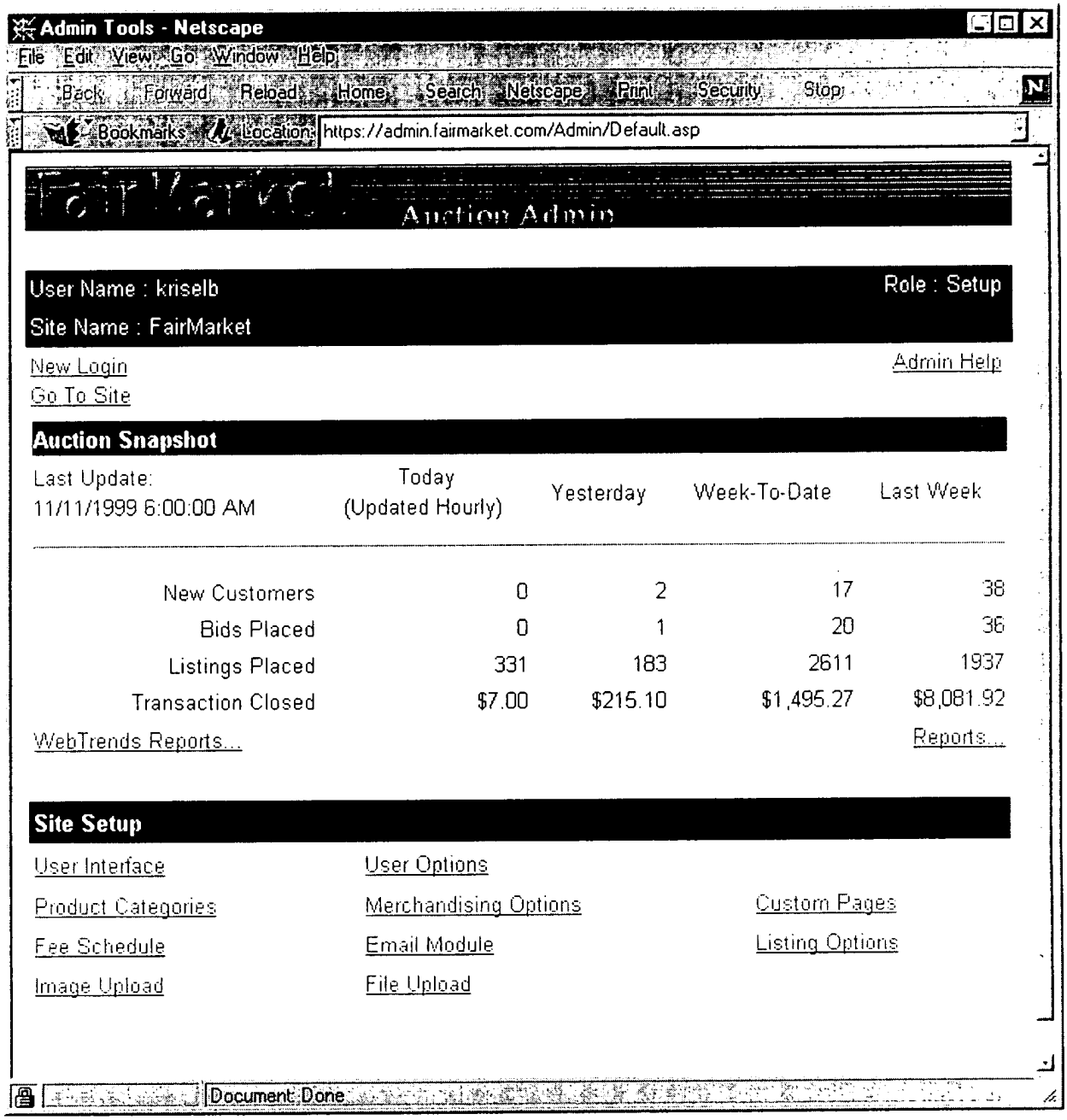
Admin Tools - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/Default.asp
Auction Admin
User Name : kriselb
Role : Setup
Site Name : FairMarket
New Login
Go To Site
Admin Help
Auction Snapshot
Last Update: 11/11/1999 6:00:00 AM
Today (Updated Hourly)
Yesterday
Week-To-Date
Last Week
New Customers 0 2 17 38
Bids Placed 0 1 20 36
Listings Placed 331 183 2611 1937
Transaction Closed $7.00 $215.10 $1,495.27 $8,081.92
WebTrends Reports...
Reports...
Site Setup
User Interface
User Options
Product Categories
Merchandising Options
Custom Pages
Fee Schedule
Email Module
Listing Options
Image Upload
File Upload
Document: Done

FIG. 19

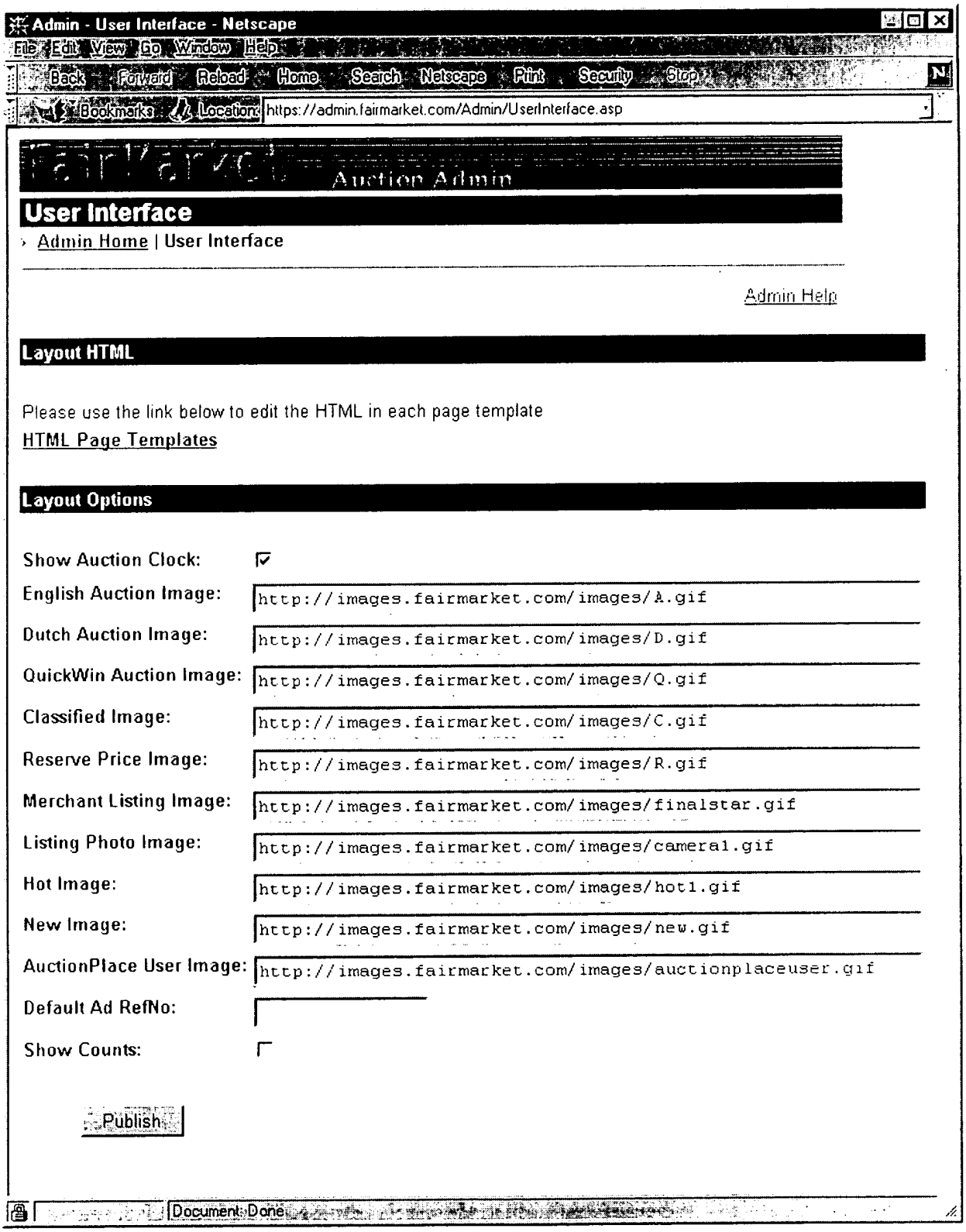
Admin - User Interface - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/UserInterface.asp
Auction Admin
User Interface
Admin Home | User Interface
Admin Help
Layout HTML
Please use the link below to edit the HTML in each page template
HTML Page Templates
Layout Options
Show Auction Clock:
English Auction Image: http://images.fairmarket.com/images/A.gif
Dutch Auction Image: http://images.fairmarket.com/images/D.gif
QuickWin Auction Image: http://images.fairmarket.com/images/Q.gif
Classified Image: http://images.fairmarket.com/images/C.gif
Reserve Price Image: http://images.fairmarket.com/images/R.gif
Merchant Listing Image: http://images.fairmarket.com/images/finalstar.gif
Listing Photo Image: http://images.fairmarket.com/images/camera1.gif
Hot Image: http://images.fairmarket.com/images/hot1.gif
New Image: http://images.fairmarket.com/images/new.gif
AuctionPlace User Image: http://images.fairmarket.com/images/auctionplaceuser.gif
Default Ad RefNo:
Show Counts:
Publish
Document: Done

FIG. 20

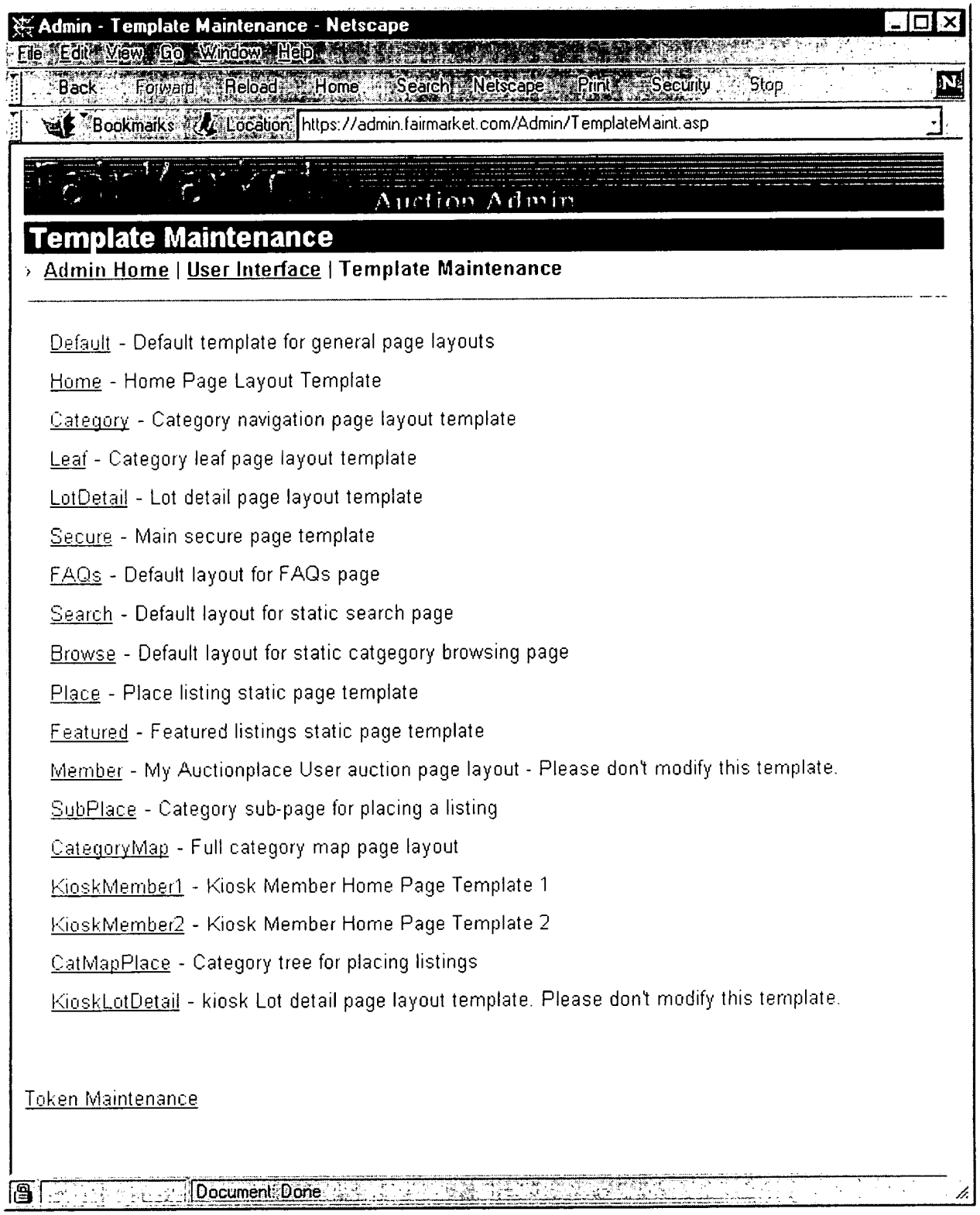
Admin - Template Maintenance - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location https://admin.fairmarket.com/Admin/TemplateMaint.asp
Auction Admin
Template Maintenance
› Admin Home | User Interface | Template Maintenance
Default - Default template for general page layouts
Home - Home Page Layout Template
Category - Category navigation page layout template
Leaf - Category leaf page layout template
LotDetail - Lot detail page layout template
Secure - Main secure page template
FAQs - Default layout for FAQs page
Search - Default layout for static search page
Browse - Default layout for static catgegory browsing page
Place - Place listing static page template
Featured - Featured listings static page template
Member - My Auctionplace User auction page layout - Please don't modify this template.
SubPlace - Category sub-page for placing a listing
CategoryMap - Full category map page layout
KioskMember1 - Kiosk Member Home Page Template 1
KioskMember2 - Kiosk Member Home Page Template 2
CatMapPlace - Category tree for placing listings
KioskLotDetail - kiosk Lot detail page layout template. Please don't modify this template.
Token Maintenance
Document: Done

FIG. 21

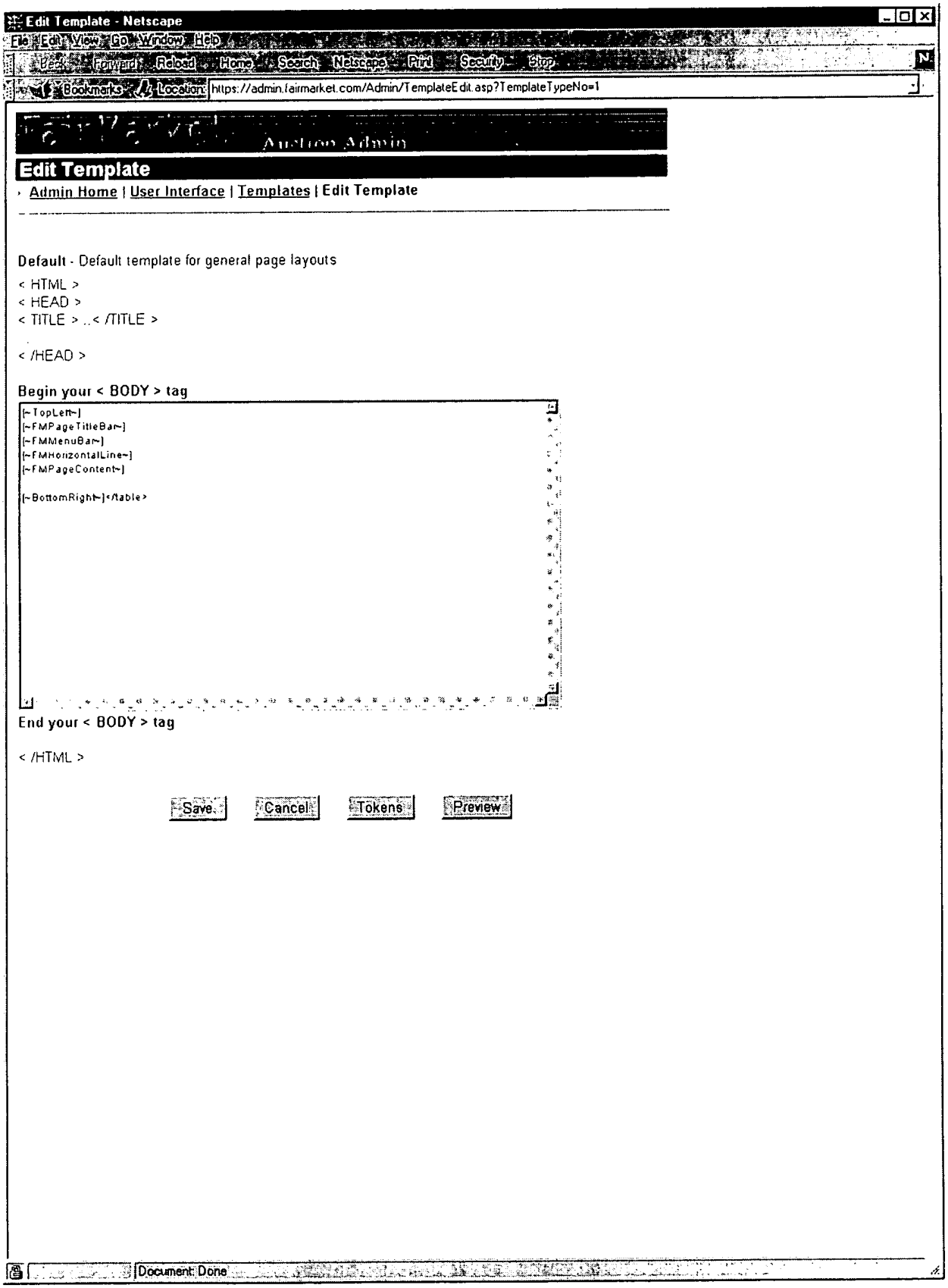
Edit Template - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/TemplateEdit.asp?TemplateTypeNo=1
Auction Admin
Edit Template
Admin Home | User Interface | Templates | Edit Template
Default - Default template for general page layouts
< HTML >
< HEAD >
< TITLE > ..< /TITLE >
< /HEAD >
Begin your < BODY > tag
[~TopLeft~]
[~FMPageTitleBar~]
[~FMMenuBar~]
[~FMHorizontalLine~]
[~FMPageContent~]
[~BottomRight~]</table>
End your < BODY > tag
< /HTML >
Save
Cancel
Tokens
Preview
Document: Done

FIG. 22

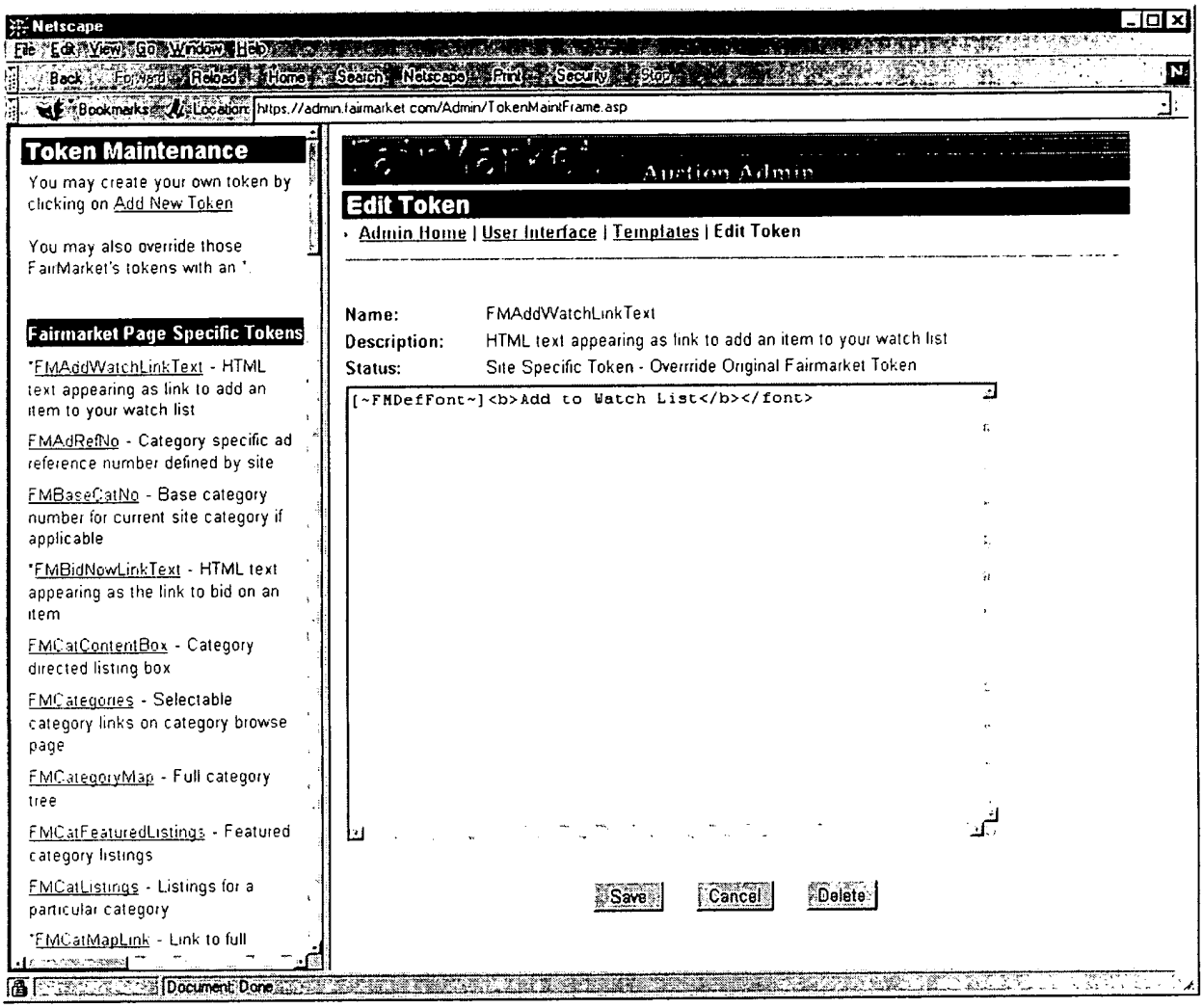
Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/TokenMaintFrame.asp
Token Maintenance
You may create your own token by clicking on Add New Token
You may also override those FairMarket's tokens with an *.
Fairmarket Page Specific Tokens
*FMAddWatchLinkText - HTML text appearing as link to add an item to your watch list
FMAdRefNo - Category specific ad reference number defined by site
FMBaseCatNo - Base category number for current site category if applicable
*FMBidNowLinkText - HTML text appearing as the link to bid on an item
FMCatContentBox - Category directed listing box
FMCategories - Selectable category links on category browse page
FMCategoryMap - Full category tree
FMCatFeaturedListings - Featured category listings
FMCatListings - Listings for a particular category
*FMCatMapLink - Link to full
Auction Admin
Edit Token
Admin Home | User Interface | Templates | Edit Token
Name: FMAddWatchLinkText
Description: HTML text appearing as link to add an item to your watch list
Status: Site Specific Token - Overrride Original Fairmarket Token
[~FMDefFont~]Add to Watch List
Save
Cancel
Delete
Document: Done

FIG. 23

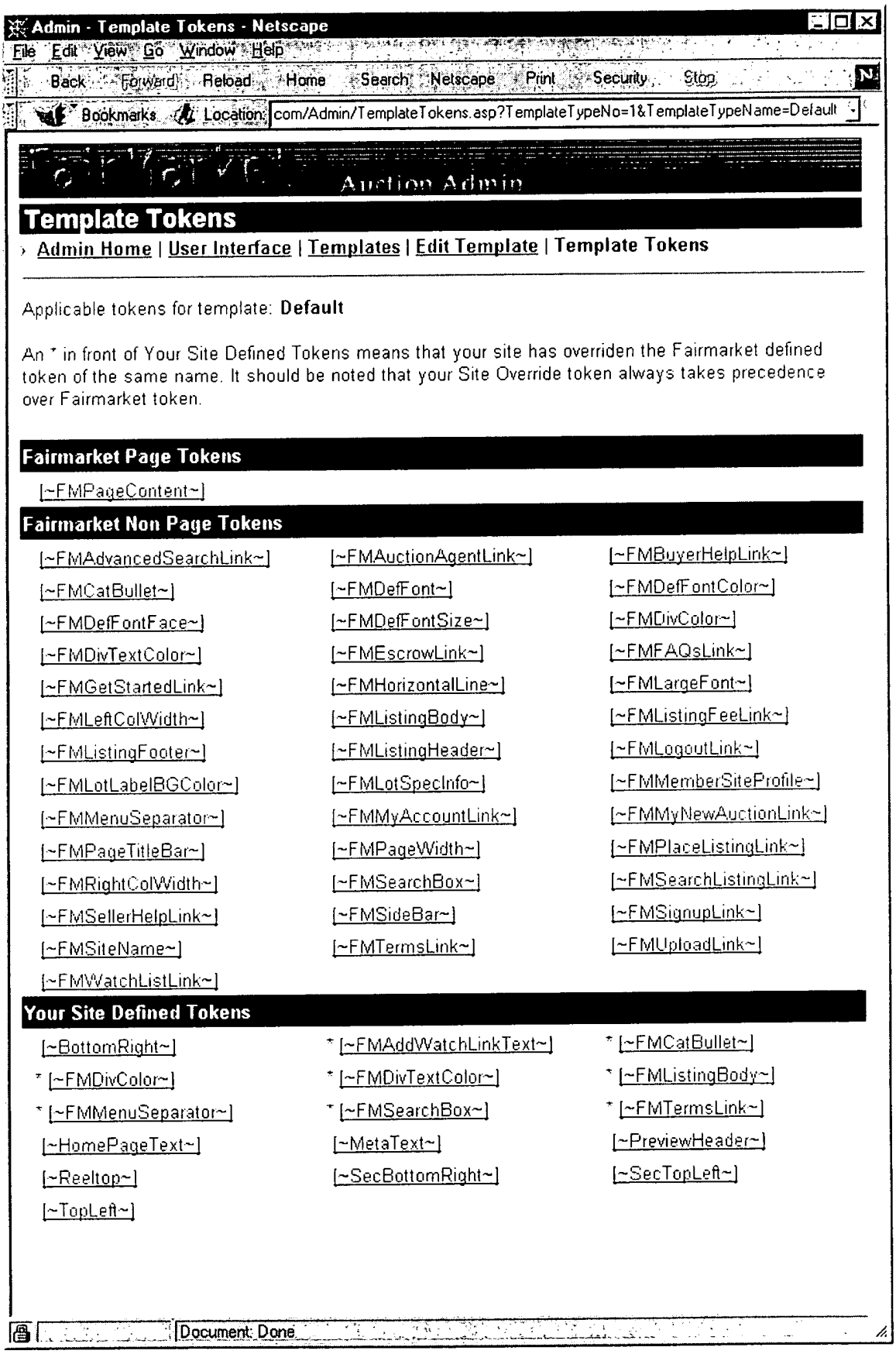
Admin - Template Tokens - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: com/Admin/TemplateTokens.asp?TemplateTypeNo=1&TemplateTypeName=Default
Auction Admin
Template Tokens
› Admin Home | User Interface | Templates | Edit Template | Template Tokens
Applicable tokens for template: Default
An * in front of Your Site Defined Tokens means that your site has overriden the Fairmarket defined token of the same name. It should be noted that your Site Override token always takes precedence over Fairmarket token.
Fairmarket Page Tokens
[~FMPageContent~]
Fairmarket Non Page Tokens
[~FMAdvancedSearchLink~] [~FMAuctionAgentLink~] [~FMBuyerHelpLink~]
[~FMCatBullet~] [~FMDefFont~] [~FMDefFontColor~]
[~FMDefFontFace~] [~FMDefFontSize~] [~FMDivColor~]
[~FMDivTextColor~] [~FMEscrowLink~] [~FMFAQsLink~]
[~FMGetStartedLink~] [~FMHorizontalLine~] [~FMLargeFont~]
[~FMLeftColWidth~] [~FMListingBody~] [~FMListingFeeLink~]
[~FMListingFooter~] [~FMListingHeader~] [~FMLogoutLink~]
[~FMLotLabelBGColor~] [~FMLotSpecInfo~] [~FMMemberSiteProfile~]
[~FMMenuSeparator~] [~FMMyAccountLink~] [~FMMyNewAuctionLink~]
[~FMPageTitleBar~] [~FMPageWidth~] [~FMPlaceListingLink~]
[~FMRightColWidth~] [~FMSearchBox~] [~FMSearchListingLink~]
[~FMSellerHelpLink~] [~FMSideBar~] [~FMSignupLink~]
[~FMSiteName~] [~FMTermsLink~] [~FMUploadLink~]
[~FMWatchListLink~]
Your Site Defined Tokens
[~BottomRight~] * [~FMAddWatchLinkText~] * [~FMCatBullet~]
* [~FMDivColor~] * [~FMDivTextColor~] * [~FMListingBody~]
* [~FMMenuSeparator~] * [~FMSearchBox~] * [~FMTermsLink~]
[~HomePageText~] [~MetaText~] [~PreviewHeader~]
[~Reeltop~] [~SecBottomRight~] [~SecTopLeft~]
[~TopLeft~]
Document: Done

FIG. 24

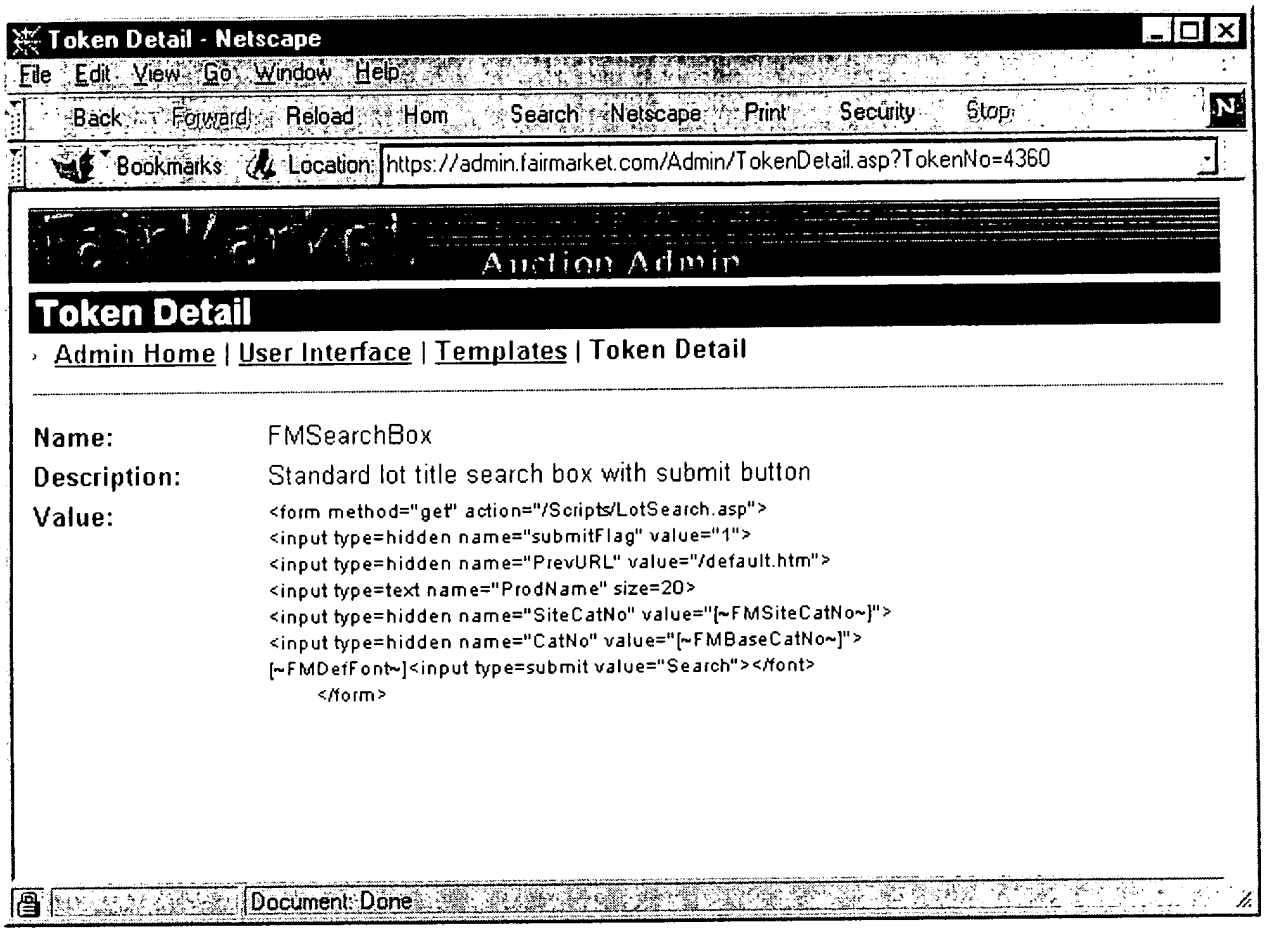
Token Detail - Netscape
File Edit View Go Window Help
Back Forward Reload Hom Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/TokenDetail.asp?TokenNo=4360
Auction Admin
Token Detail
Admin Home | User Interface | Templates | Token Detail
Name: FMSearchBox
Description: Standard lot title search box with submit button
Value:
<form method="get" action="/Scripts/LotSearch.asp">
<input type=hidden name="submitFlag" value="1">
<input type=hidden name="PrevURL" value="/default.htm">
<input type=text name="ProdName" size=20>
<input type=hidden name="SiteCatNo" value="[~FMSiteCatNo~]">
<input type=hidden name="CatNo" value="[~FMBaseCatNo~]">
[~FMDefFont~]<input type=submit value="Search">
</form>
Document: Done

FIG. 25

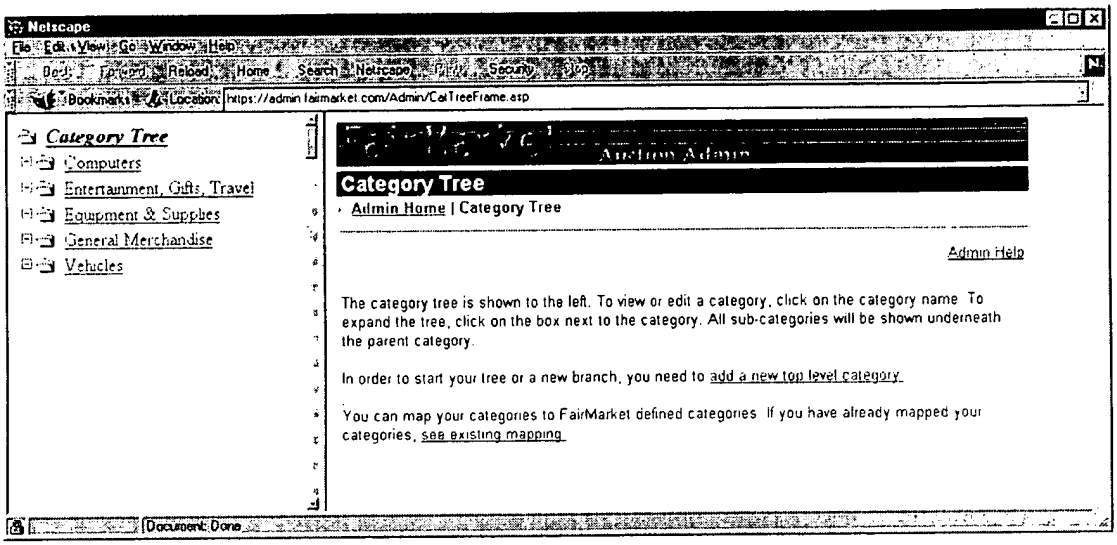
Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/CatTreeFrame.asp
Category Tree
Computers
Entertainment, Gifts, Travel
Equipment & Supplies
General Merchandise
Vehicles
Auction Admin
Category Tree
Admin Home | Category Tree
Admin Help
The category tree is shown to the left. To view or edit a category, click on the category name. To expand the tree, click on the box next to the category. All sub-categories will be shown underneath the parent category.
In order to start your tree or a new branch, you need to add a new top level category.
You can map your categories to FairMarket defined categories. If you have already mapped your categories, see existing mapping.
Document: Done

FIG. 26

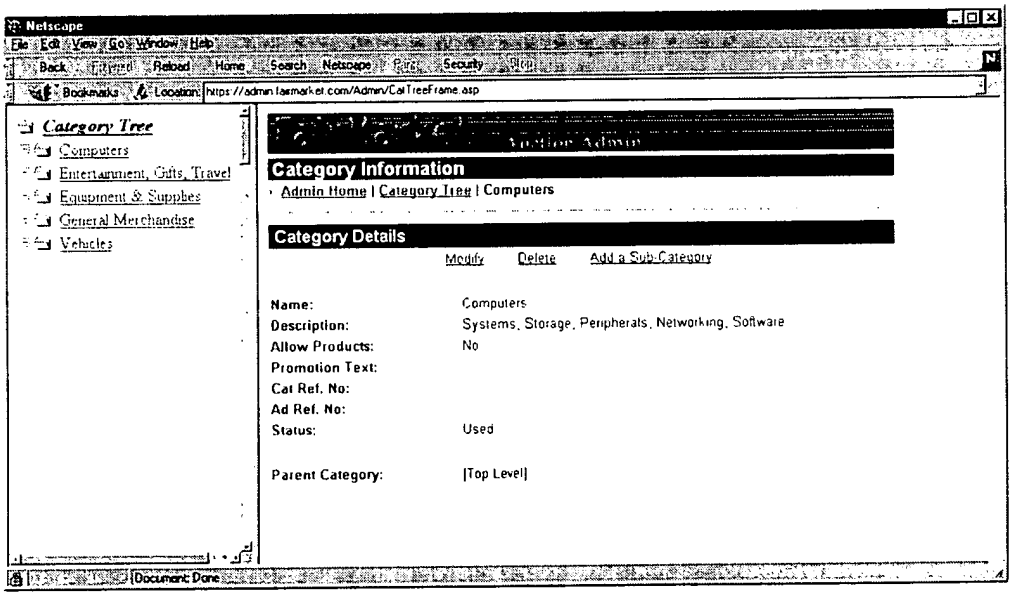
Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/CatTreeFrame.asp
Category Tree
Computers
Entertainment, Gifts, Travel
Equipment & Supplies
General Merchandise
Vehicles
Auction Admin
Category Information
Admin Home | Category Tree | Computers
Category Details
Modify Delete Add a Sub-Category
Name: Computers
Description: Systems, Storage, Peripherals, Networking, Software
Allow Products: No
Promotion Text:
Cat Ref. No:
Ad Ref. No:
Status: Used
Parent Category: [Top Level]
Document: Done

FIG. 27

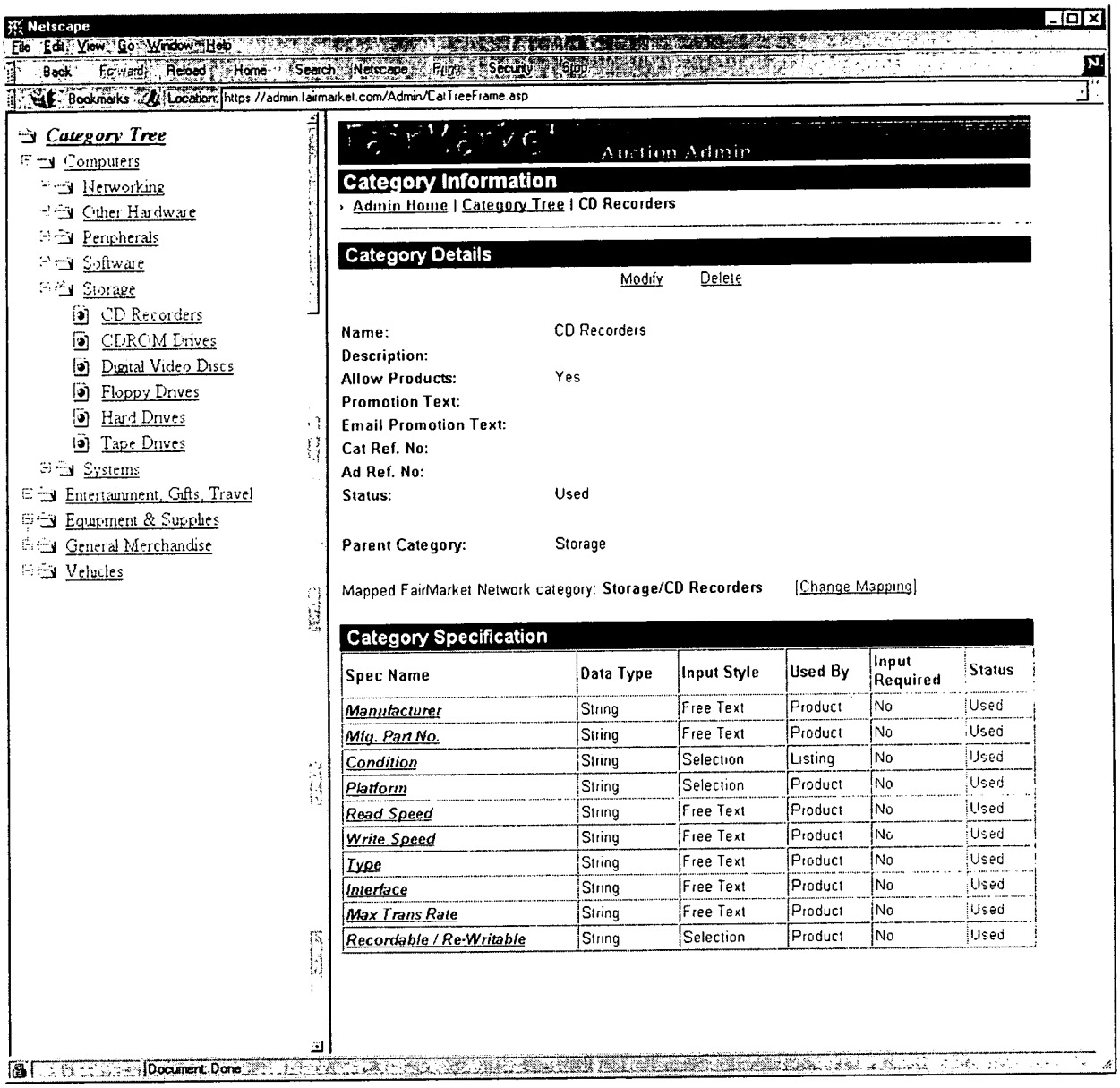
Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/CatTreeFrame.asp
Category Tree
Computers
Networking
Other Hardware
Peripherals
Software
Storage
CD Recorders
CDROM Drives
Digital Video Discs
Floppy Drives
Hard Drives
Tape Drives
Systems
Entertainment, Gifts, Travel
Equipment & Supplies
General Merchandise
Vehicles
Auction Admin
Category Information
Admin Home | Category Tree | CD Recorders
Category Details
Modify Delete
Name: CD Recorders
Description:
Allow Products: Yes
Promotion Text:
Email Promotion Text:
Cat Ref. No:
Ad Ref. No:
Status: Used
Parent Category: Storage
Mapped FairMarket Network category: Storage/CD Recorders [Change Mapping]
Category Specification
Spec Name | Data Type | Input Style | Used By | Input Required | Status
Manufacturer | String | Free Text | Product | No | Used
Mfg. Part No. | String | Free Text | Product | No | Used
Condition | String | Selection | Listing | No | Used
Platform | String | Selection | Product | No | Used
Read Speed | String | Free Text | Product | No | Used
Write Speed | String | Free Text | Product | No | Used
Type | String | Free Text | Product | No | Used
Interface | String | Free Text | Product | No | Used
Max Trans Rate | String | Free Text | Product | No | Used
Recordable / Re-Writable | String | Selection | Product | No | Used
Document: Done

FIG. 28

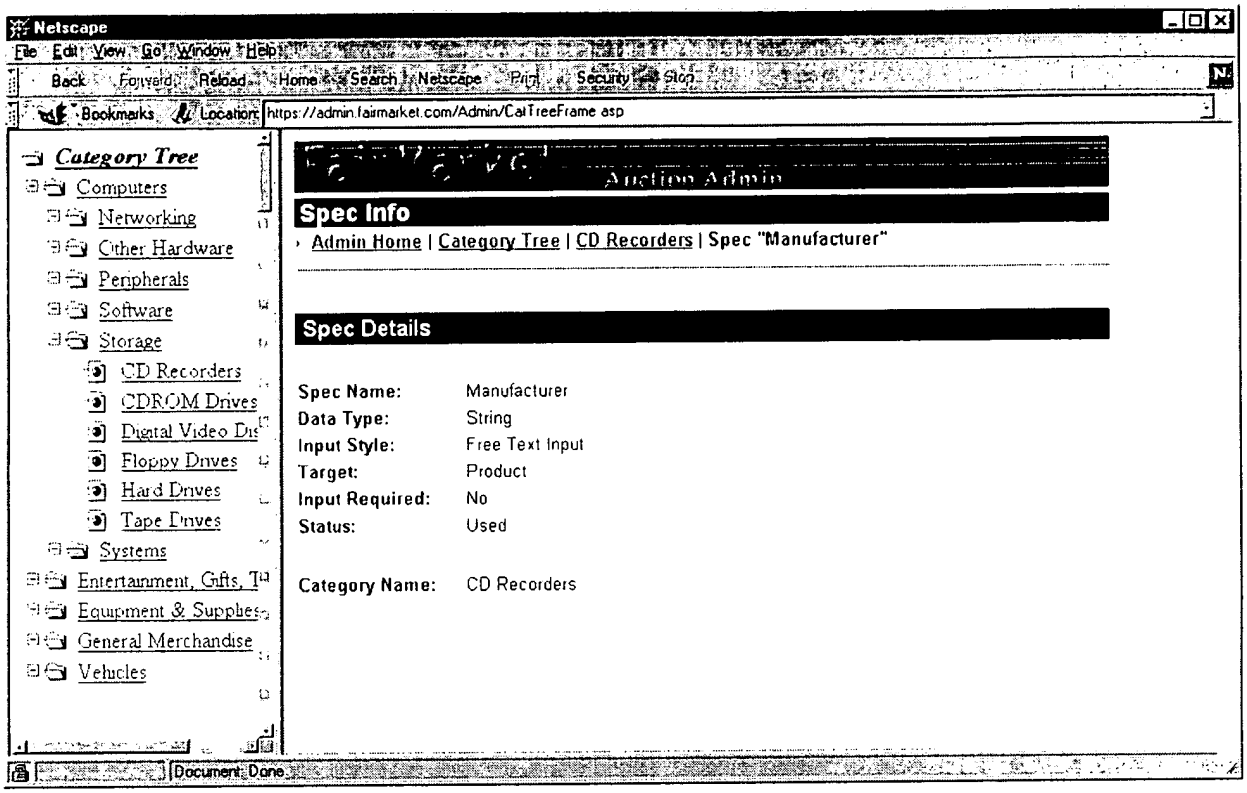
Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/CatTreeFrame.asp
Category Tree
Computers
Networking
Other Hardware
Peripherals
Software
Storage
CD Recorders
CDROM Drives
Digital Video Dis
Floppy Drives
Hard Drives
Tape Drives
Systems
Entertainment, Gifts, T
Equipment & Supplies
General Merchandise
Vehicles
Auction Admin
Spec Info
Admin Home | Category Tree | CD Recorders | Spec "Manufacturer"
Spec Details
Spec Name: Manufacturer
Data Type: String
Input Style: Free Text Input
Target: Product
Input Required: No
Status: Used
Category Name: CD Recorders
Document: Done

FIG. 29

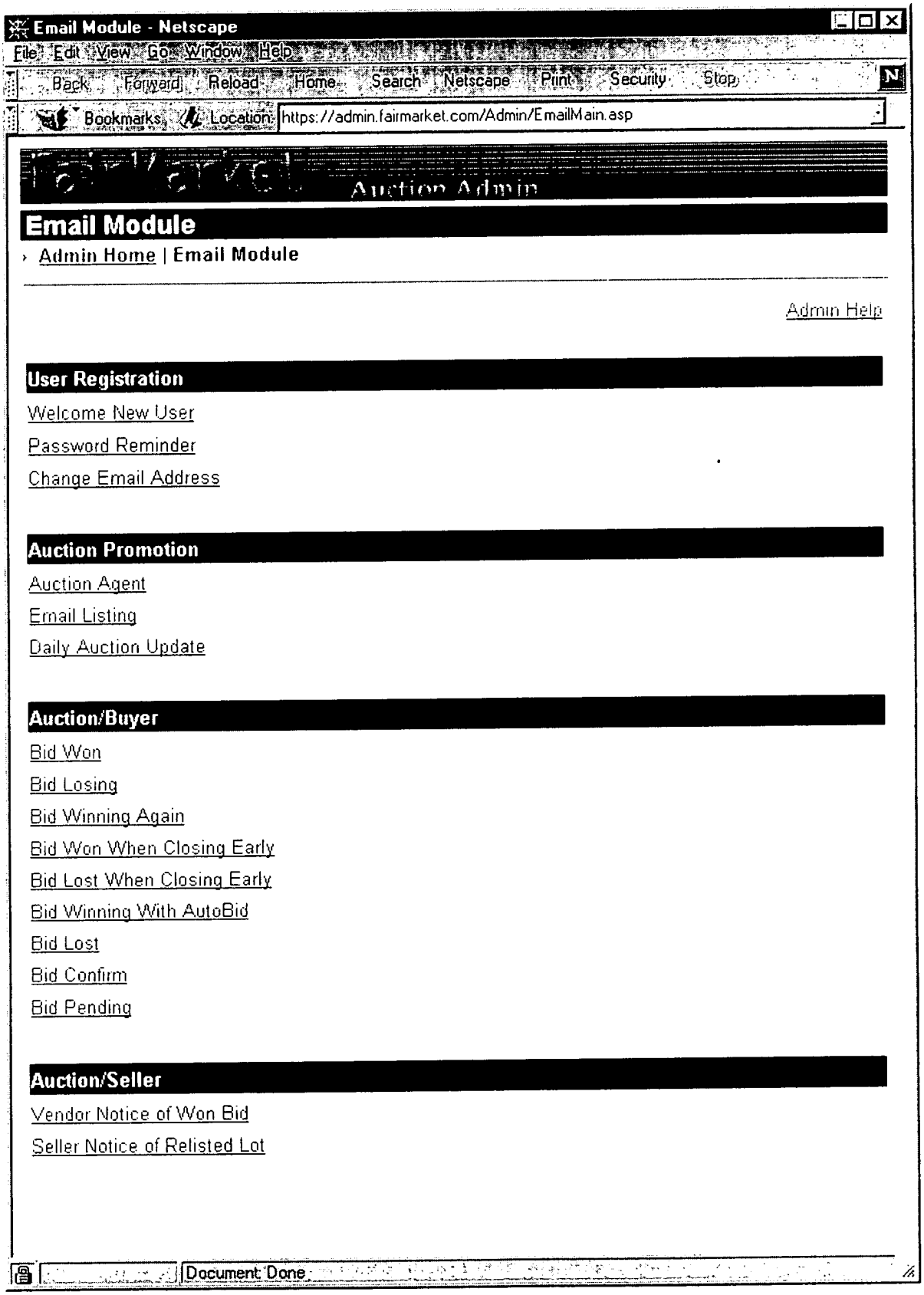
Email Module - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/EmailMain.asp
Auction Admin
Email Module
› Admin Home | Email Module
Admin Help
User Registration
Welcome New User
Password Reminder
Change Email Address
Auction Promotion
Auction Agent
Email Listing
Daily Auction Update
Auction/Buyer
Bid Won
Bid Losing
Bid Winning Again
Bid Won When Closing Early
Bid Lost When Closing Early
Bid Winning With AutoBid
Bid Lost
Bid Confirm
Bid Pending
Auction/Seller
Vendor Notice of Won Bid
Seller Notice of Relisted Lot
Document: Done

FIG. 30

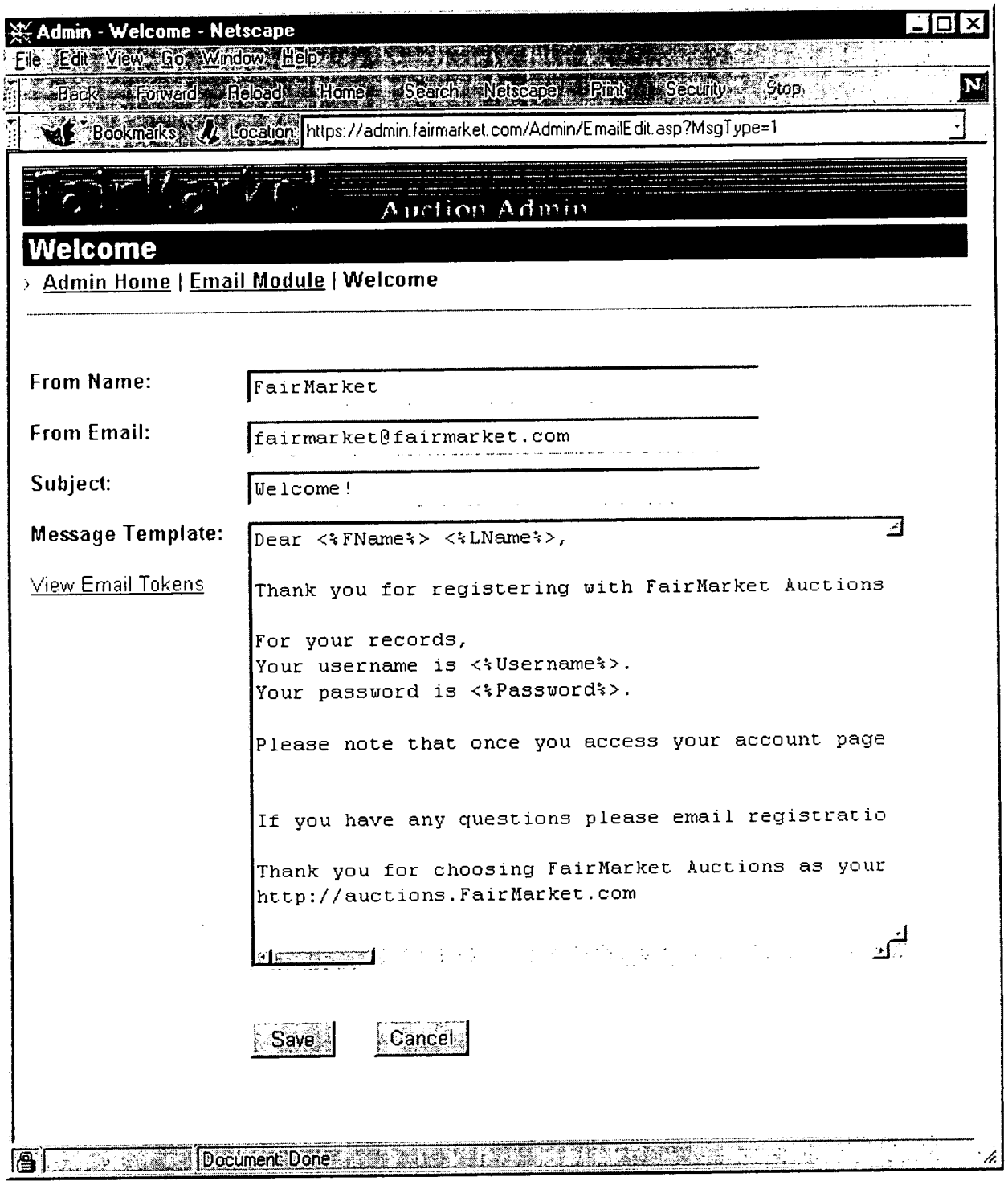
Admin - Welcome - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/EmailEdit.asp?MsgType=1
Auction Admin
Welcome
› Admin Home | Email Module | Welcome
From Name:
FairMarket
From Email:
fairmarket@fairmarket.com
Subject:
Welcome!
Message Template:
View Email Tokens
Dear <%FName%> <%LName%>,
Thank you for registering with FairMarket Auctions
For your records,
Your username is <%Username%>.
Your password is <%Password%>.
Please note that once you access your account page
If you have any questions please email registratio
Thank you for choosing FairMarket Auctions as your
http://auctions.FairMarket.com
Save
Cancel
Document Done

FIG. 31

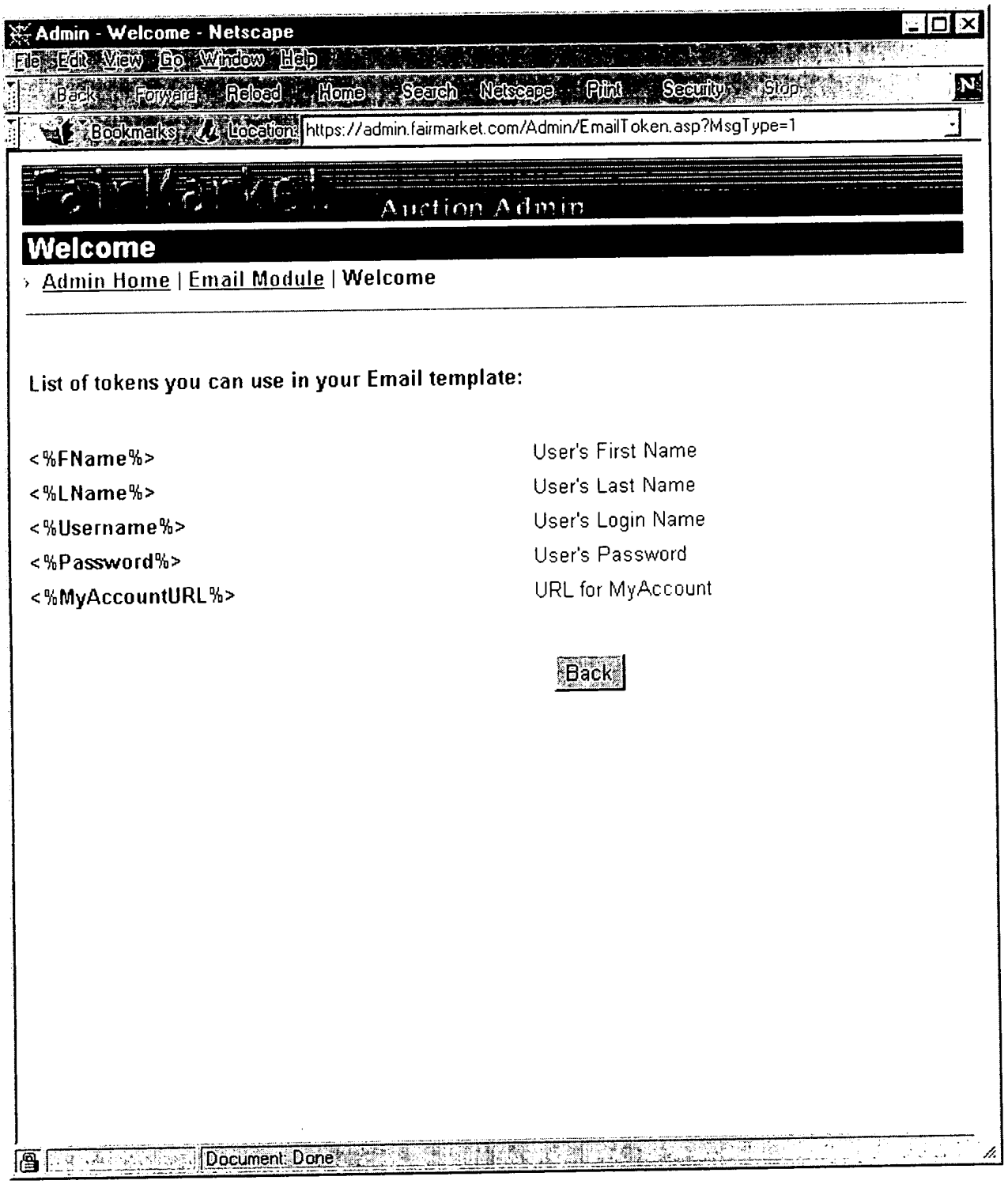
Admin - Welcome - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/EmailToken.asp?MsgType=1
Auction Admin
Welcome
Admin Home | Email Module | Welcome
List of tokens you can use in your Email template:
<%FName%> User's First Name
<%LName%> User's Last Name
<%Username%> User's Login Name
<%Password%> User's Password
<%MyAccountURL%> URL for MyAccount
Back
Document: Done

FIG. 32

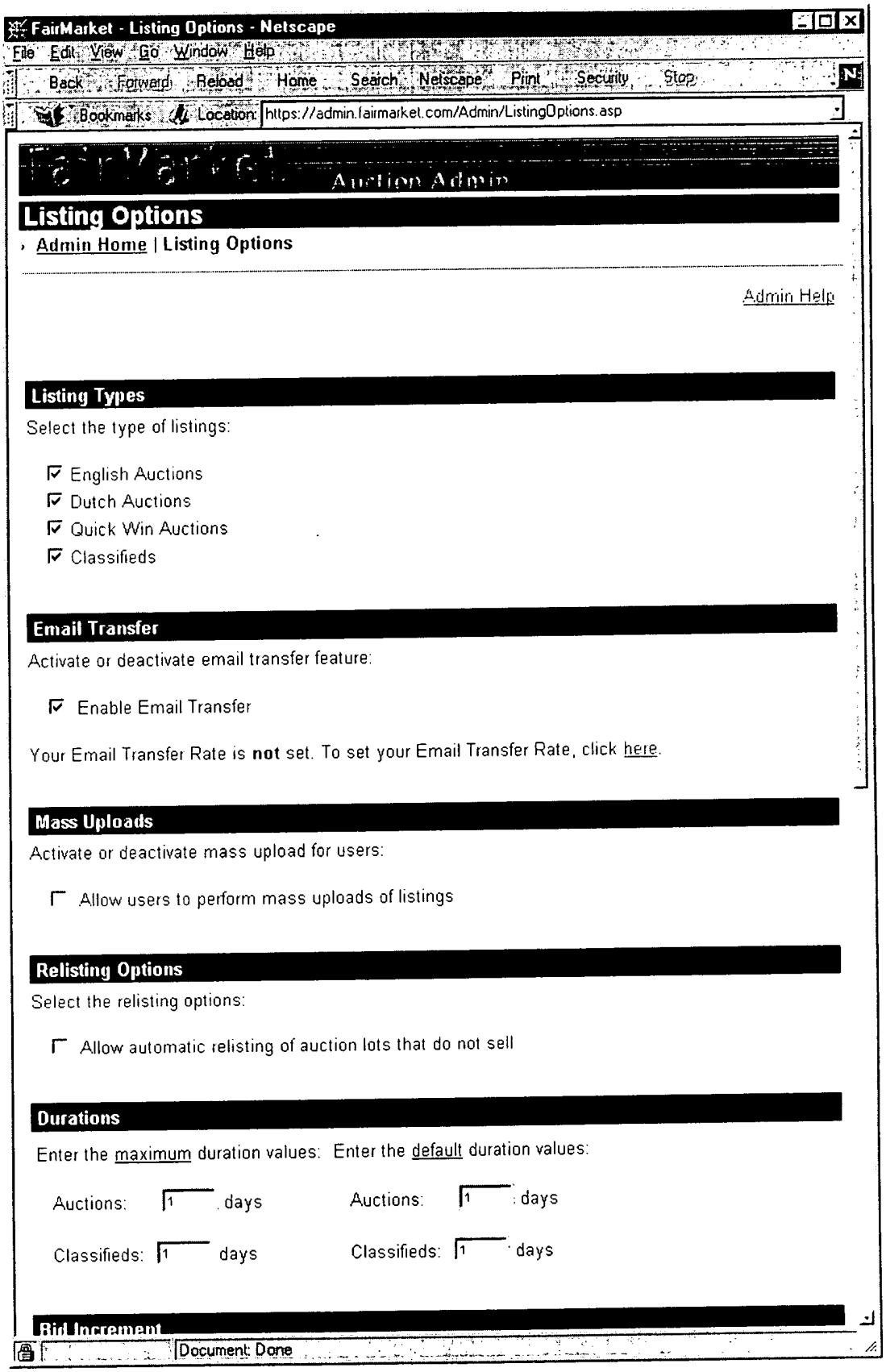
FairMarket - Listing Options - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/ListingOptions.asp
Auction Admin
Listing Options
Admin Home | Listing Options
Admin Help
Listing Types
Select the type of listings:
English Auctions
Dutch Auctions
Quick Win Auctions
Classifieds
Email Transfer
Activate or deactivate email transfer feature:
Enable Email Transfer
Your Email Transfer Rate is not set. To set your Email Transfer Rate, click here.
Mass Uploads
Activate or deactivate mass upload for users:
Allow users to perform mass uploads of listings
Relisting Options
Select the relisting options:
Allow automatic relisting of auction lots that do not sell
Durations
Enter the maximum duration values:
Enter the default duration values:
Auctions: 1 days
Auctions: 1 days
Classifieds: 1 days
Classifieds: 1 days
Bid Increment
Document: Done

FIG. 33A

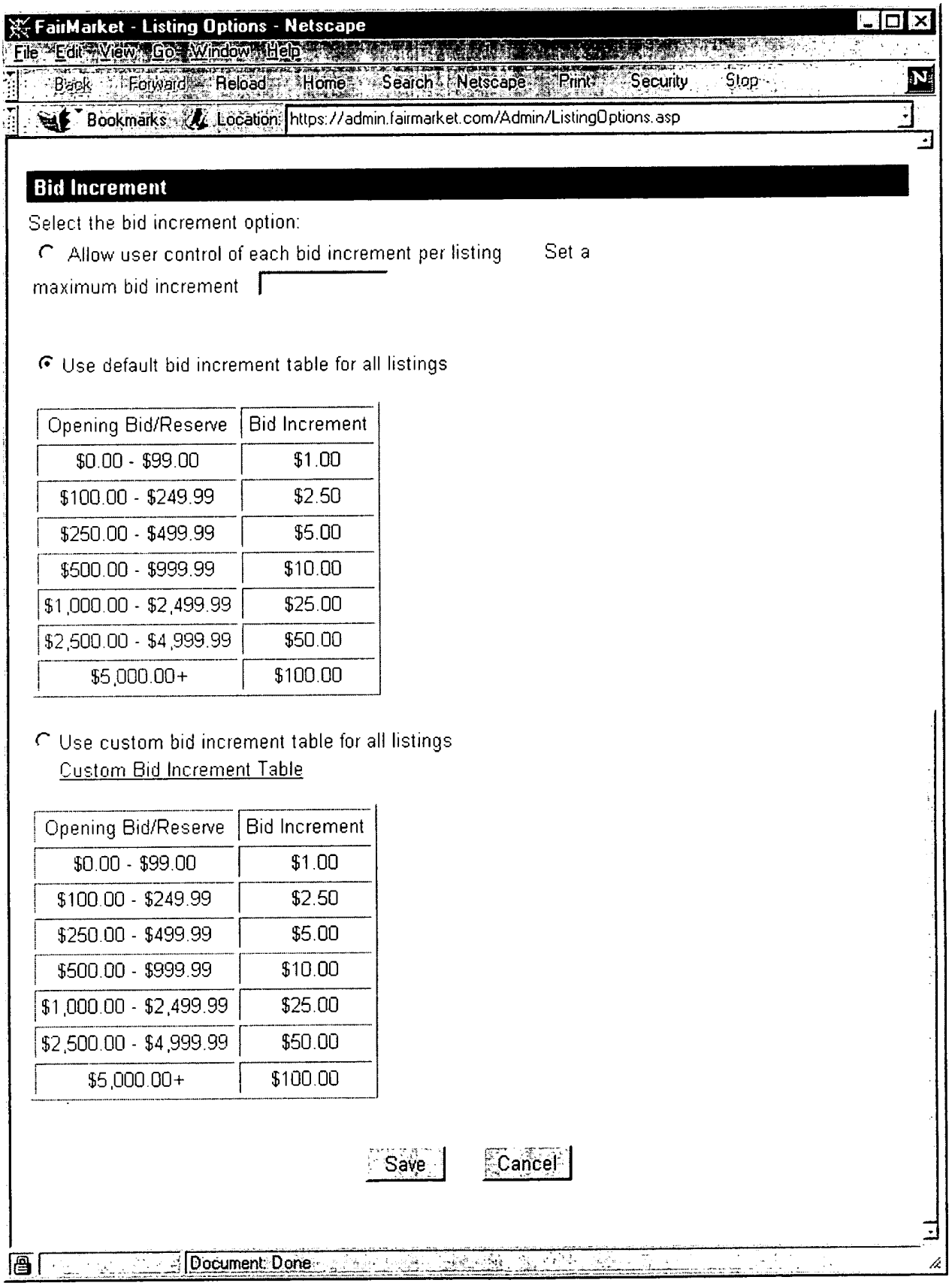
FairMarket - Listing Options - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/ListingOptions.asp
Bid Increment
Select the bid increment option:
Allow user control of each bid increment per listing Set a maximum bid increment
Use default bid increment table for all listings
Opening Bid/Reserve | Bid Increment
$0.00 - $99.00 | $1.00
$100.00 - $249.99 | $2.50
$250.00 - $499.99 | $5.00
$500.00 - $999.99 | $10.00
$1,000.00 - $2,499.99 | $25.00
$2,500.00 - $4,999.99 | $50.00
$5,000.00+ | $100.00
Use custom bid increment table for all listings
Custom Bid Increment Table
Opening Bid/Reserve | Bid Increment
$0.00 - $99.00 | $1.00
$100.00 - $249.99 | $2.50
$250.00 - $499.99 | $5.00
$500.00 - $999.99 | $10.00
$1,000.00 - $2,499.99 | $25.00
$2,500.00 - $4,999.99 | $50.00
$5,000.00+ | $100.00
Save
Cancel
Document: Done

FIG. 33B

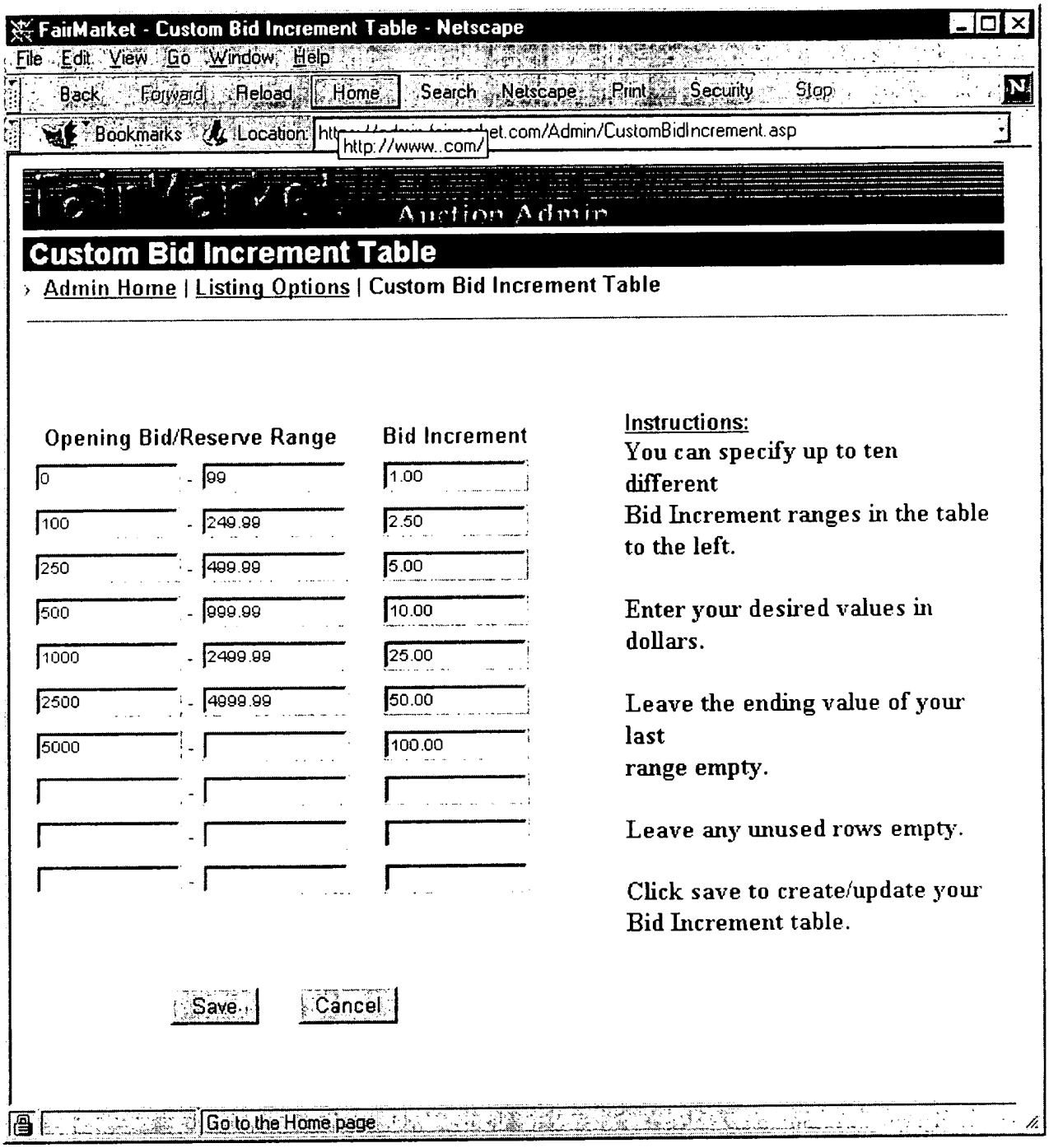
FairMarket - Custom Bid Increment Table - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: http://www..com/
et.com/Admin/CustomBidIncrement.asp
Auction Admin
Custom Bid Increment Table
Admin Home | Listing Options | Custom Bid Increment Table
Opening Bid/Reserve Range
Bid Increment
0 - 99 1.00
100 - 249.99 2.50
250 - 499.99 5.00
500 - 999.99 10.00
1000 - 2499.99 25.00
2500 - 4999.99 50.00
5000 - 100.00
Instructions:
You can specify up to ten different
Bid Increment ranges in the table to the left.
Enter your desired values in dollars.
Leave the ending value of your last
range empty.
Leave any unused rows empty.
Click save to create/update your Bid Increment table.
Save
Cancel
Go to the Home page

FIG. 34

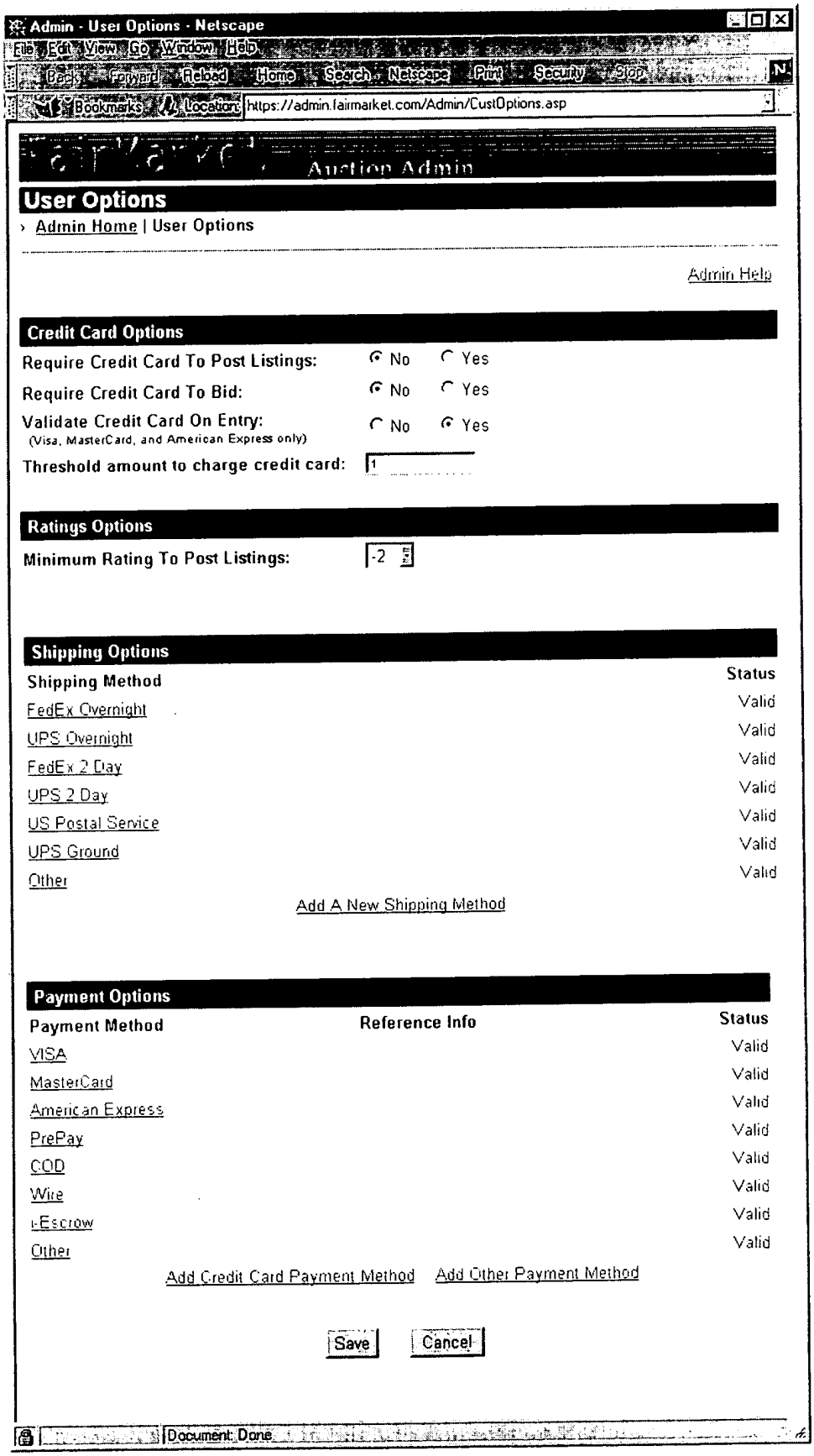
Admin - User Options - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location https://admin.fairmarket.com/Admin/CustOptions.asp
Auction Admin
User Options
› Admin Home | User Options
Admin Help
Credit Card Options
Require Credit Card To Post Listings: No Yes
Require Credit Card To Bid: No Yes
Validate Credit Card On Entry: No Yes
(Visa, MasterCard, and American Express only)
Threshold amount to charge credit card: 1
Ratings Options
Minimum Rating To Post Listings: -2
Shipping Options
Shipping Method Status
FedEx Overnight Valid
UPS Overnight Valid
FedEx 2 Day Valid
UPS 2 Day Valid
US Postal Service Valid
UPS Ground Valid
Other Valid
Add A New Shipping Method
Payment Options
Payment Method Reference Info Status
VISA Valid
MasterCard Valid
American Express Valid
PrePay Valid
COD Valid
Wire Valid
i-Escrow Valid
Other Valid
Add Credit Card Payment Method Add Other Payment Method
Save Cancel
Document: Done

FIG. 35

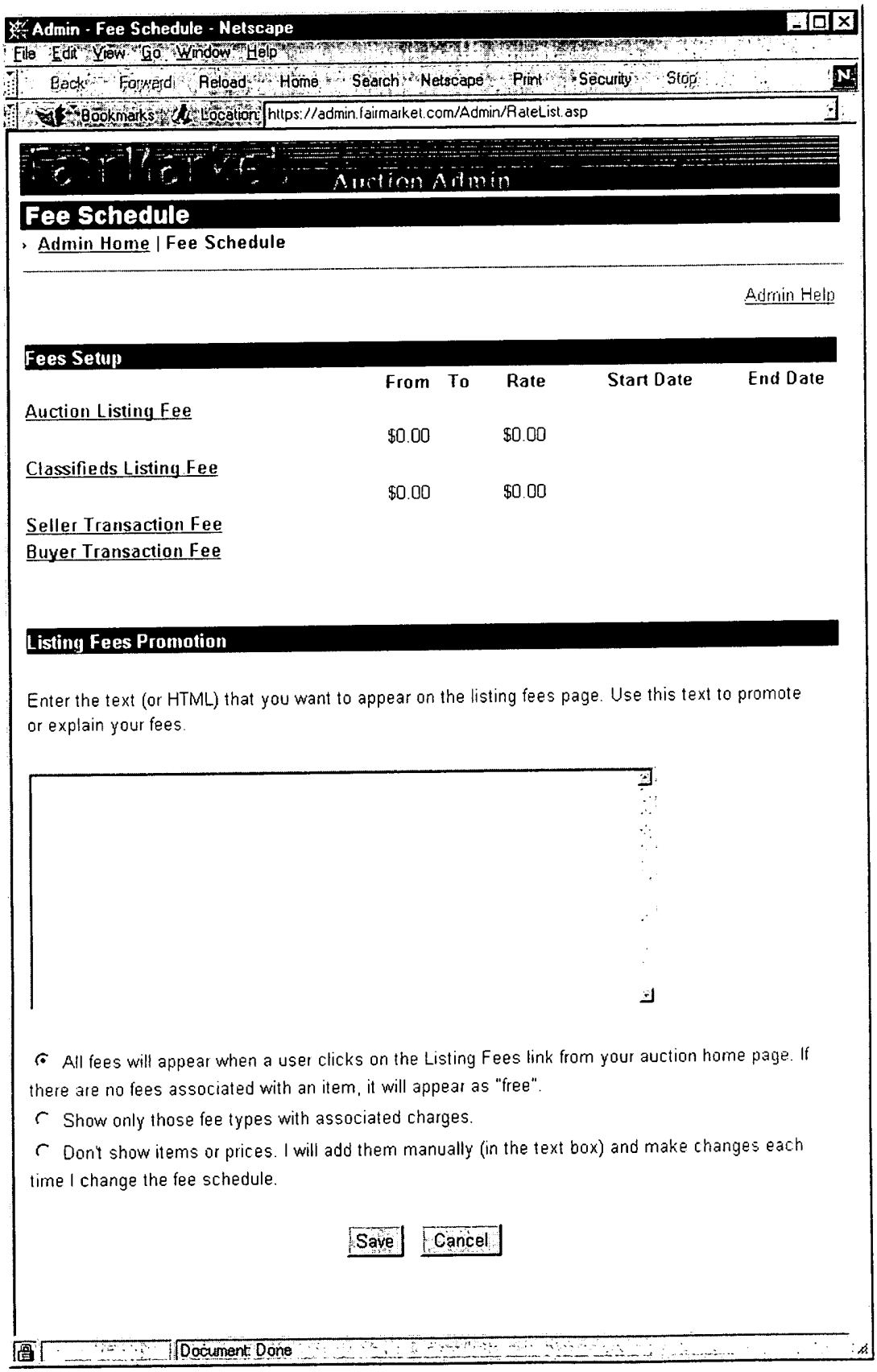
Admin - Fee Schedule - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/RateList.asp
Auction Admin
Fee Schedule
› Admin Home | Fee Schedule
Admin Help
Fees Setup
From To Rate Start Date End Date
Auction Listing Fee
$0.00 $0.00
Classifieds Listing Fee
$0.00 $0.00
Seller Transaction Fee
Buyer Transaction Fee
Listing Fees Promotion
Enter the text (or HTML) that you want to appear on the listing fees page. Use this text to promote or explain your fees.
All fees will appear when a user clicks on the Listing Fees link from your auction home page. If there are no fees associated with an item, it will appear as "free".
Show only those fee types with associated charges.
Don't show items or prices. I will add them manually (in the text box) and make changes each time I change the fee schedule.
Save
Cancel
Document: Done

FIG. 36

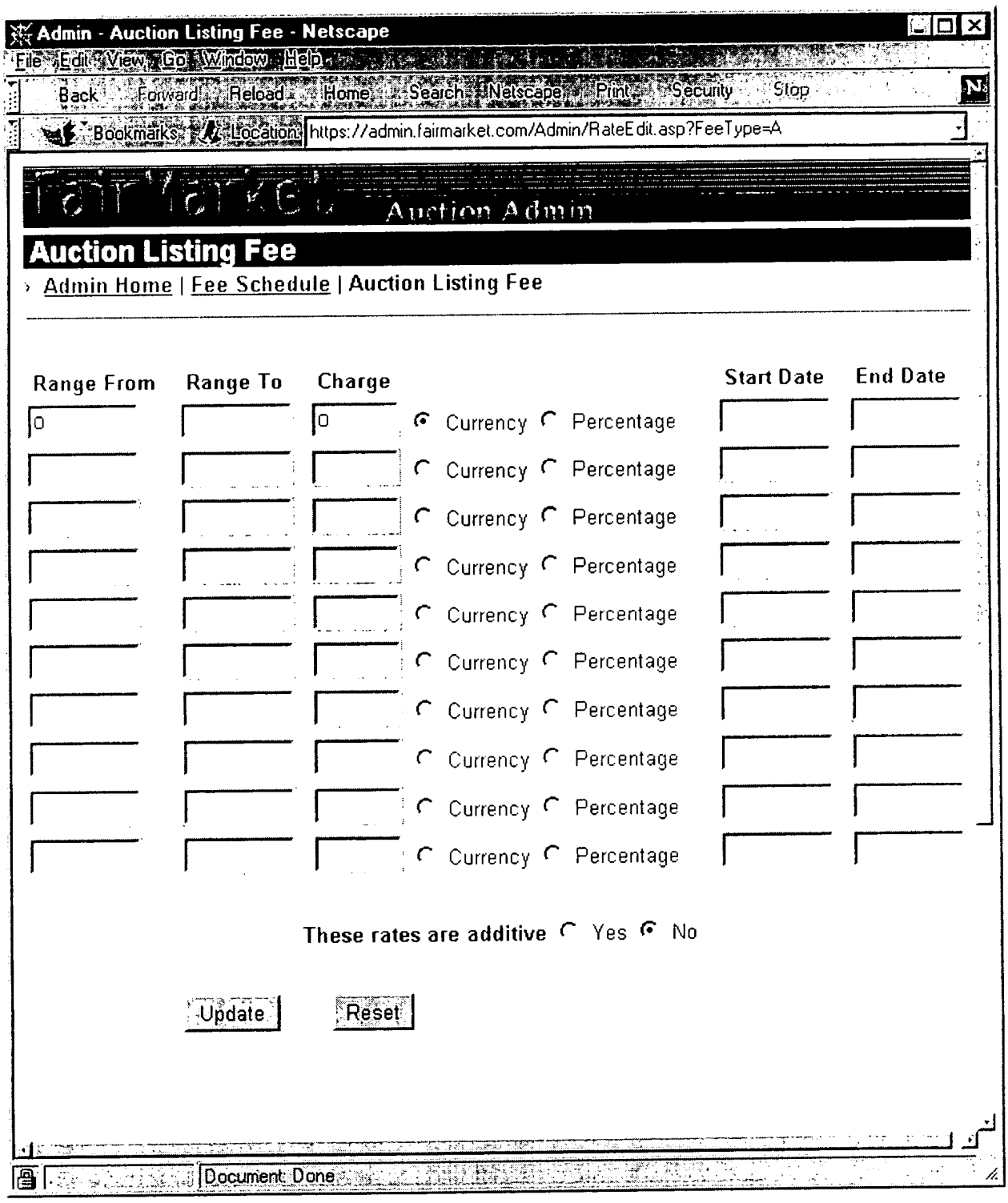
Admin - Auction Listing Fee - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location https://admin.fairmarket.com/Admin/RateEdit.asp?FeeType=A
Auction Admin
Auction Listing Fee
Admin Home | Fee Schedule | Auction Listing Fee
Range From
Range To
Charge
Start Date
End Date
Currency Percentage
These rates are additive Yes No
Update
Reset
Document: Done

FIG. 37

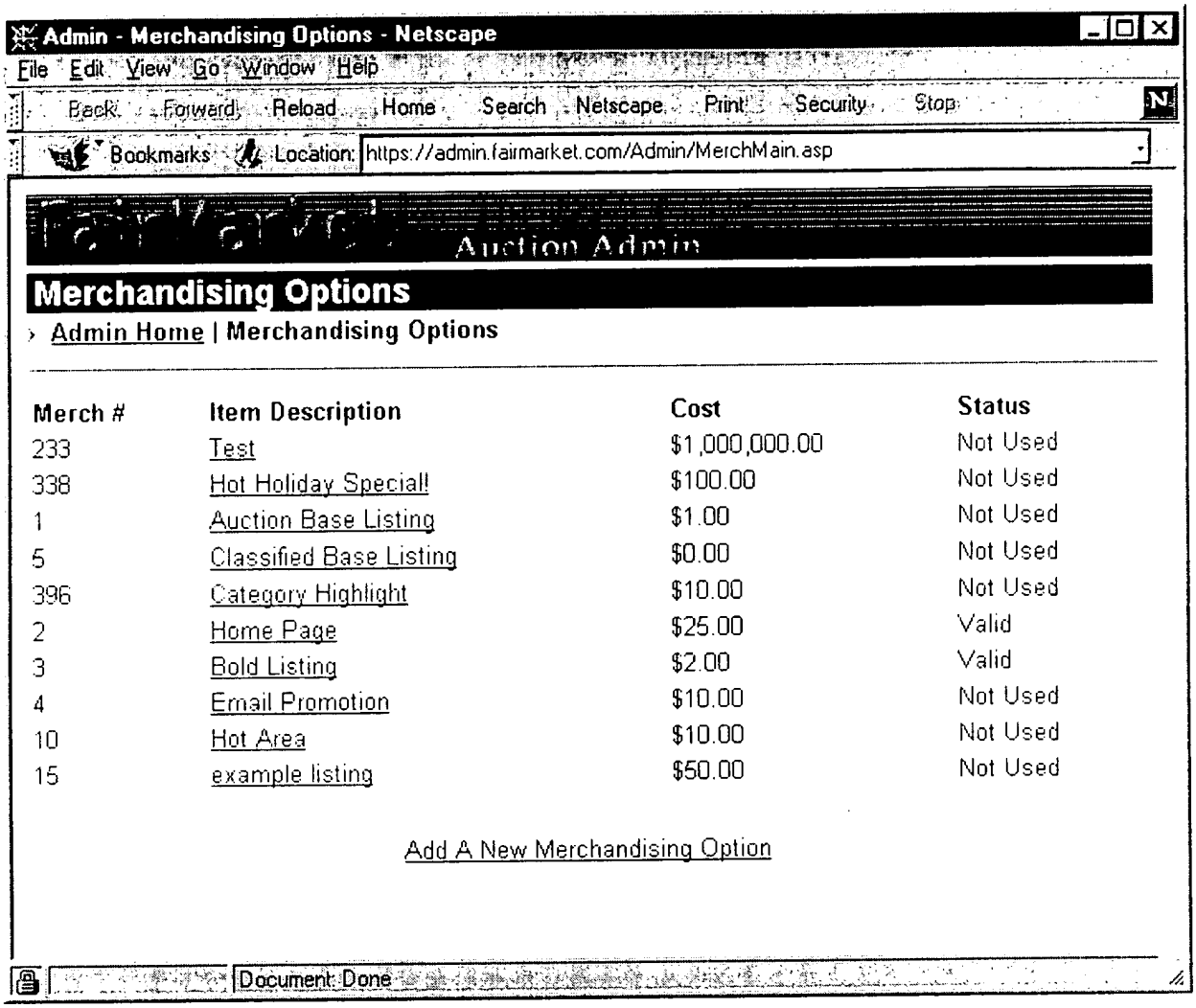
Admin - Merchandising Options - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/MerchMain.asp
Auction Admin
Merchandising Options
› Admin Home | Merchandising Options
Merch # Item Description Cost Status
233 Test $1,000,000.00 Not Used
338 Hot Holiday Special! $100.00 Not Used
1 Auction Base Listing $1.00 Not Used
5 Classified Base Listing $0.00 Not Used
396 Category Highlight $10.00 Not Used
2 Home Page $25.00 Valid
3 Bold Listing $2.00 Valid
4 Email Promotion $10.00 Not Used
10 Hot Area $10.00 Not Used
15 example listing $50.00 Not Used
Add A New Merchandising Option
Document: Done

FIG. 38

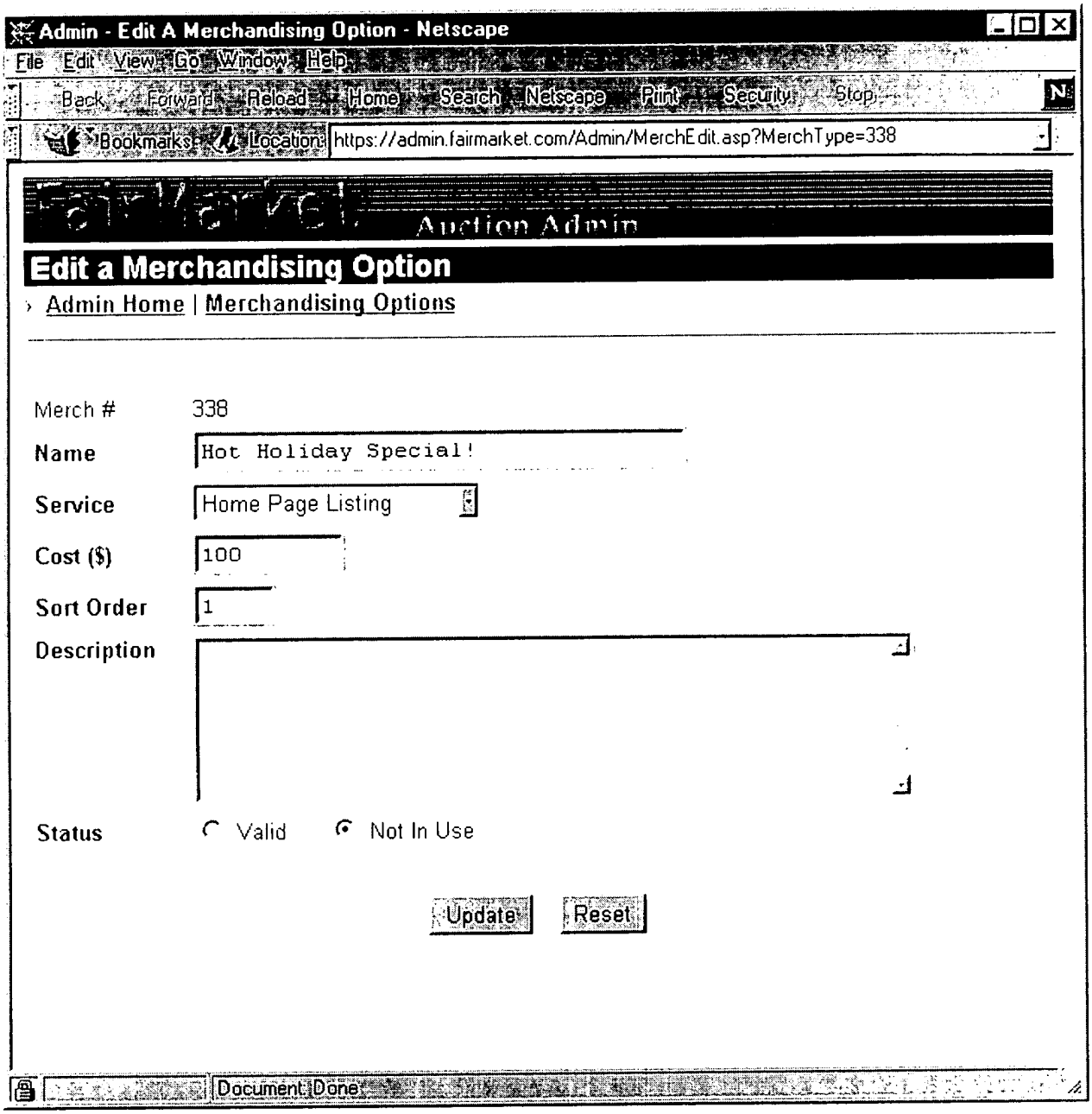
Admin - Edit A Merchandising Option - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Location: https://admin.fairmarket.com/Admin/MerchEdit.asp?MerchType=338
Auction Admin
Edit a Merchandising Option
Admin Home | Merchandising Options
Merch # 338
Name Hot Holiday Special!
Service Home Page Listing
Cost ($) 100
Sort Order 1
Description
Status Valid Not In Use
Update Reset
Document Done

FIG. 39

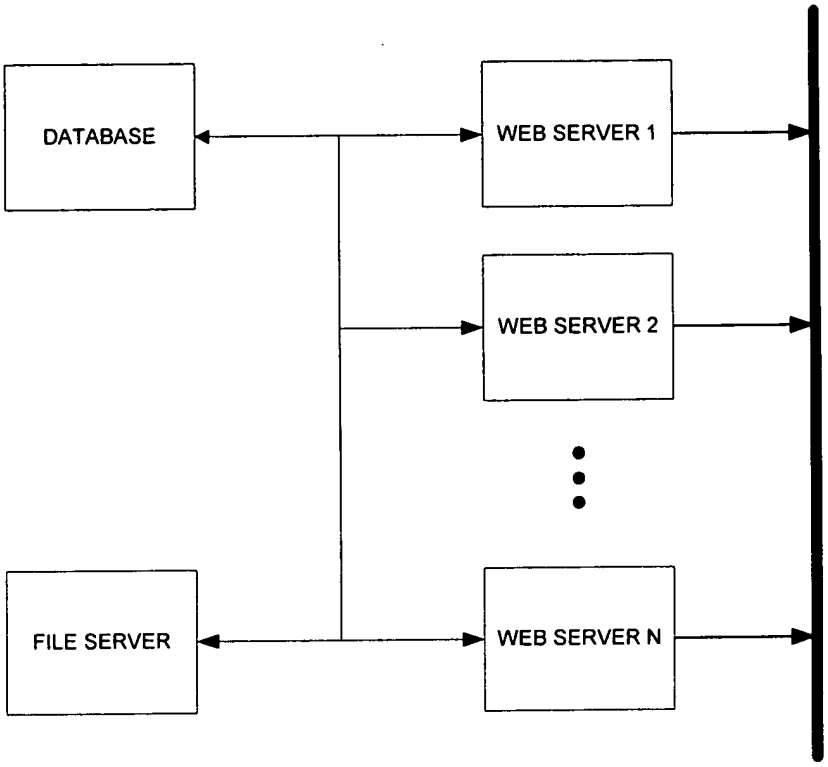
DATABASE
WEB SERVER 1
WEB SERVER 2
FILE SERVER
WEB SERVER N

FIG. 40

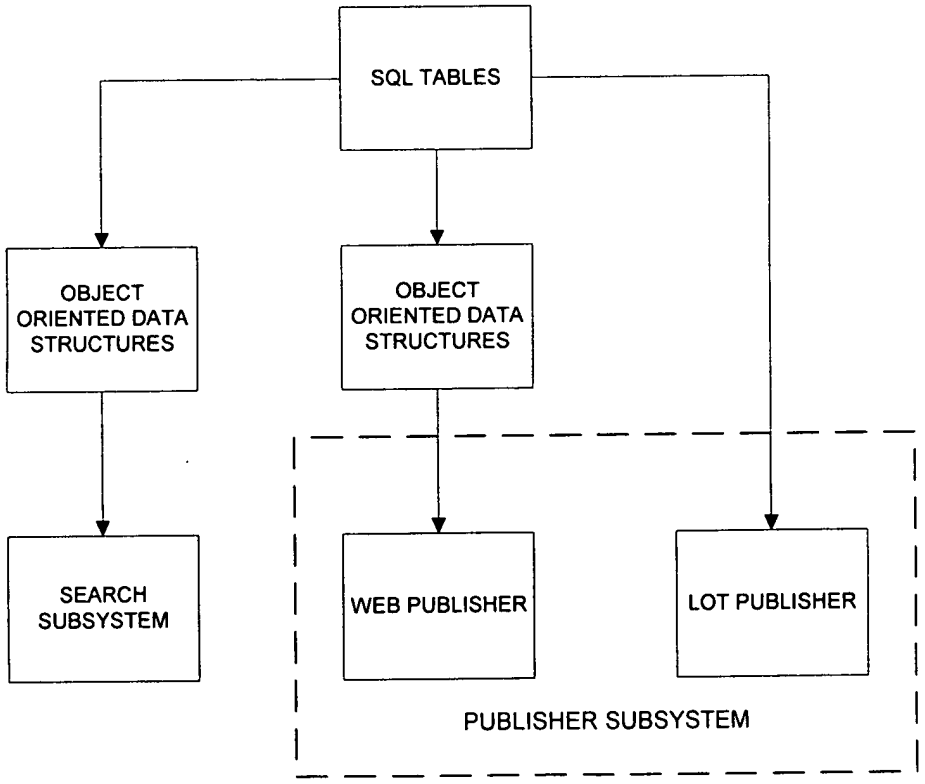
SQL TABLES
OBJECT ORIENTED DATA STRUCTURES
OBJECT ORIENTED DATA STRUCTURES
SEARCH SUBSYSTEM
WEB PUBLISHER
LOT PUBLISHER
PUBLISHER SUBSYSTEM

FIG. 41

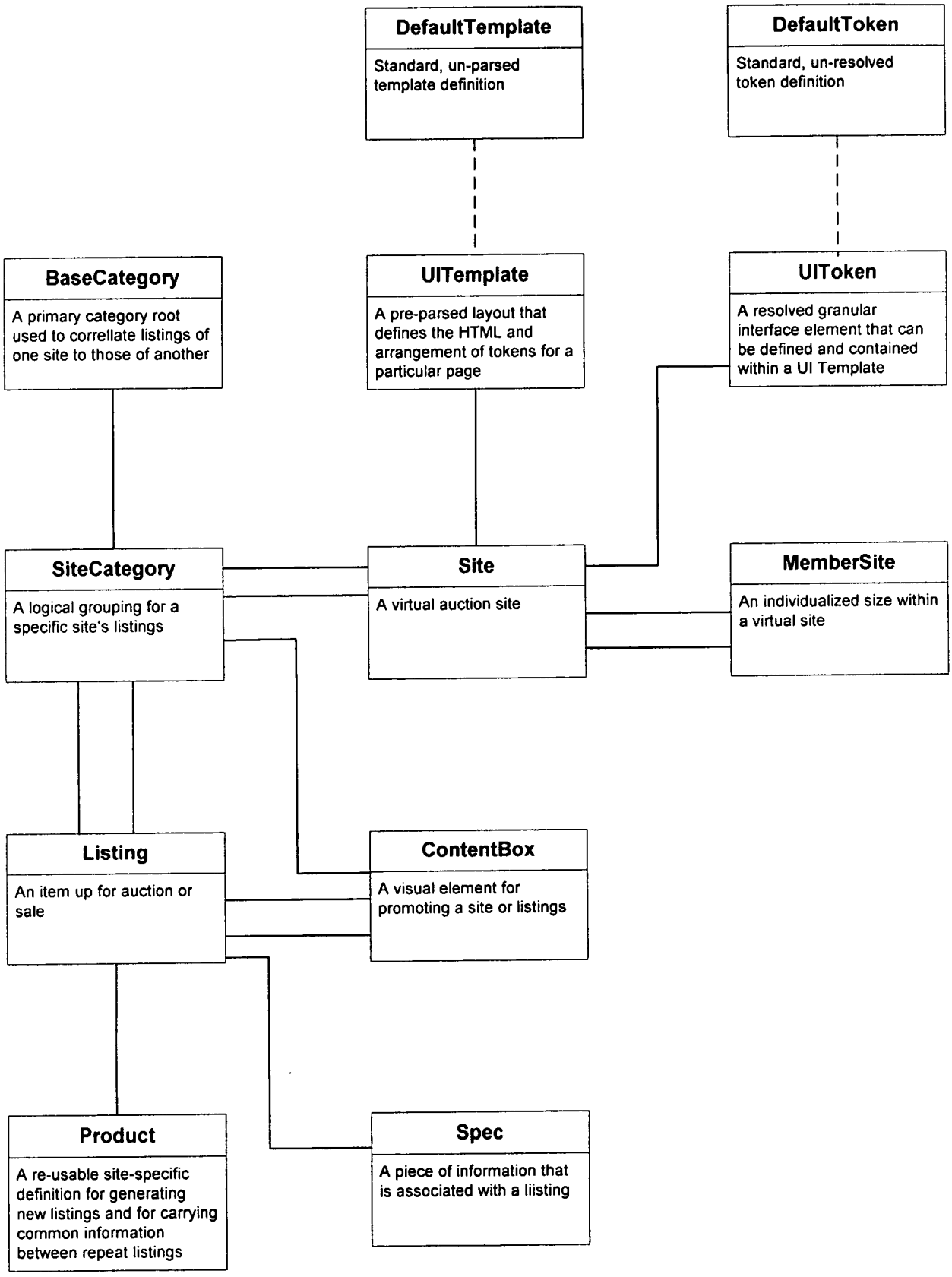
DefaultTemplate
Standard, un-parsed template definition
DefaultToken
Standard, un-resolved token definition
BaseCategory
A primary category root used to correllate listings of one site to those of another
UITemplate
A pre-parsed layout that defines the HTML and arrangement of tokens for a particular page
UIToken
A resolved granular interface element that can be defined and contained within a UI Template
SiteCategory
A logical grouping for a specific site's listings
Site
A virtual auction site
MemberSite
An individualized size within a virtual site
Listing
An item up for auction or sale
ContentBox
A visual element for promoting a site or listings
Product
A re-usable site-specific definition for generating new listings and for carrying common information between repeat listings
Spec
A piece of information that is associated with a liisting

FIG. 42

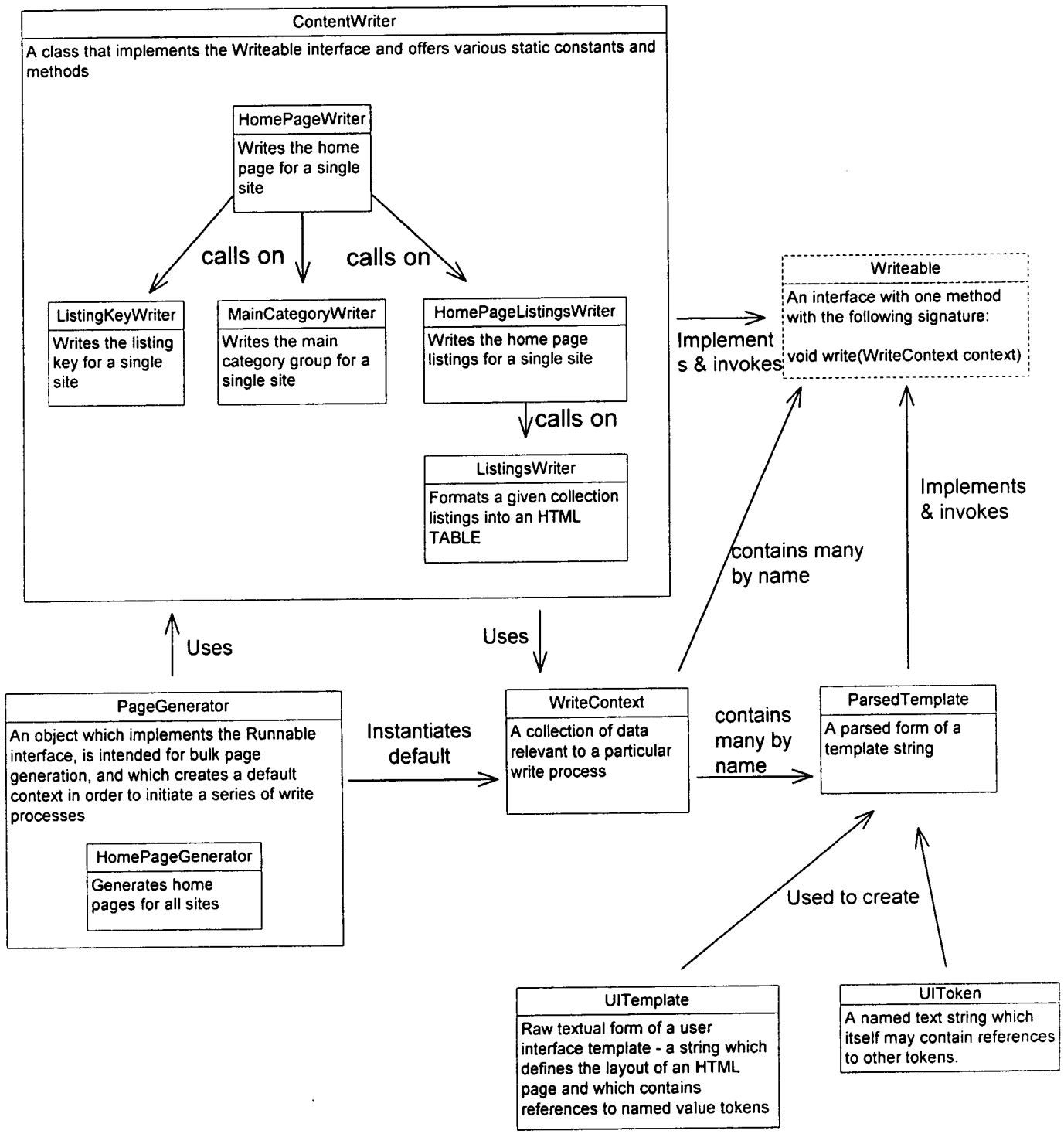
ContentWriter
A class that implements the Writeable interface and offers various static constants and methods
HomePageWriter
Writes the home page for a single site
calls on
calls on
ListingKeyWriter
Writes the listing key for a single site
MainCategoryWriter
Writes the main category group for a single site
HomePageListingsWriter
Writes the home page listings for a single site
calls on
ListingsWriter
Formats a given collection listings into an HTML TABLE
Implement s & invokes
Writeable
An interface with one method with the following signature:
void write(WriteContext context)
Implements & invokes
contains many by name
Uses
Uses
PageGenerator
An object which implements the Runnable interface, is intended for bulk page generation, and which creates a default context in order to initiate a series of write processes
HomePageGenerator
Generates home pages for all sites
Instantiates default
WriteContext
A collection of data relevant to a particular write process
contains many by name
ParsedTemplate
A parsed form of a template string
Used to create
UITemplate
Raw textual form of a user interface template - a string which defines the layout of an HTML page and which contains references to named value tokens
UIToken
A named text string which itself may contain references to other tokens.

FIG. 43

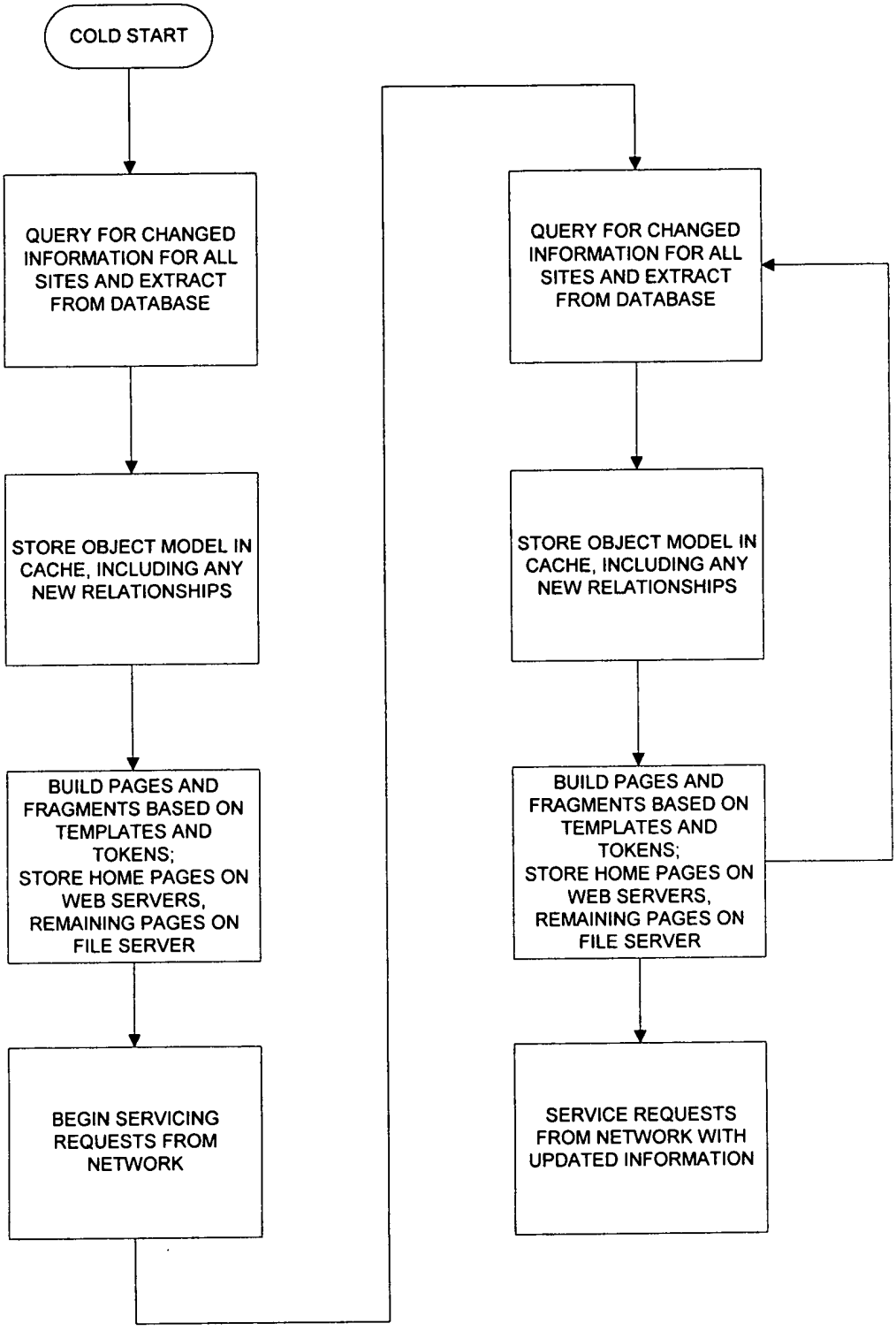
COLD START
QUERY FOR CHANGED INFORMATION FOR ALL SITES AND EXTRACT FROM DATABASE
STORE OBJECT MODEL IN CACHE, INCLUDING ANY NEW RELATIONSHIPS
BUILD PAGES AND FRAGMENTS BASED ON TEMPLATES AND TOKENS; STORE HOME PAGES ON WEB SERVERS, REMAINING PAGES ON FILE SERVER
BEGIN SERVICING REQUESTS FROM NETWORK
QUERY FOR CHANGED INFORMATION FOR ALL SITES AND EXTRACT FROM DATABASE
STORE OBJECT MODEL IN CACHE, INCLUDING ANY NEW RELATIONSHIPS
BUILD PAGES AND FRAGMENTS BASED ON TEMPLATES AND TOKENS; STORE HOME PAGES ON WEB SERVERS, REMAINING PAGES ON FILE SERVER
SERVICE REQUESTS FROM NETWORK WITH UPDATED INFORMATION

FIG. 44

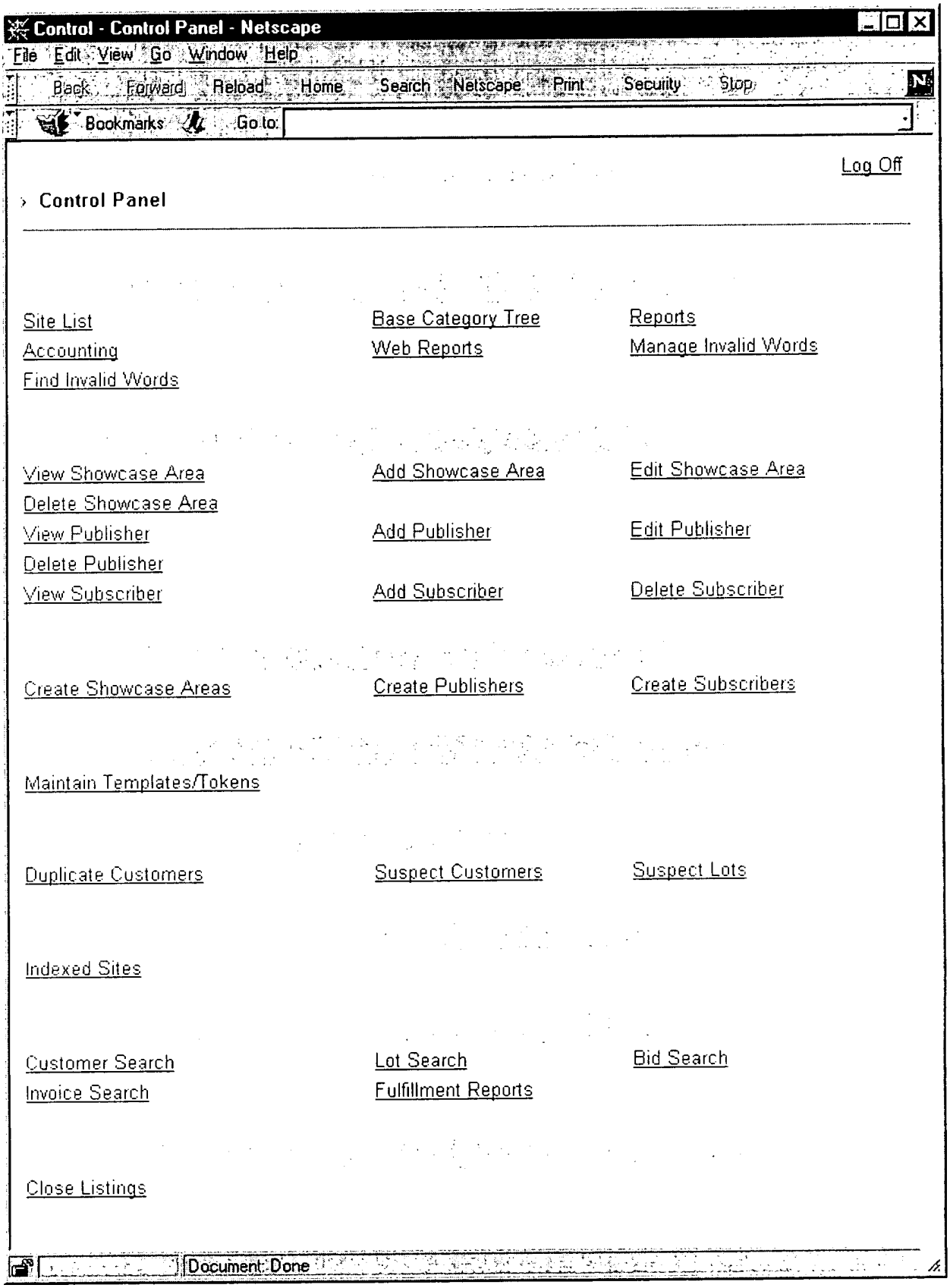
Control - Control Panel - Netscape
File Edit View Go Window Help
Back Forward Reload Home Search Netscape Print Security Stop
Bookmarks Go to:
Log Off
Control Panel
Site List
Base Category Tree
Reports
Accounting
Web Reports
Manage Invalid Words
Find Invalid Words
View Showcase Area
Add Showcase Area
Edit Showcase Area
Delete Showcase Area
View Publisher
Add Publisher
Edit Publisher
Delete Publisher
View Subscriber
Add Subscriber
Delete Subscriber
Create Showcase Areas
Create Publishers
Create Subscribers
Maintain Templates/Tokens
Duplicate Customers
Suspect Customers
Suspect Lots
Indexed Sites
Customer Search
Lot Search
Bid Search
Invoice Search
Fulfillment Reports
Close Listings
Document: Done

FIG. 45

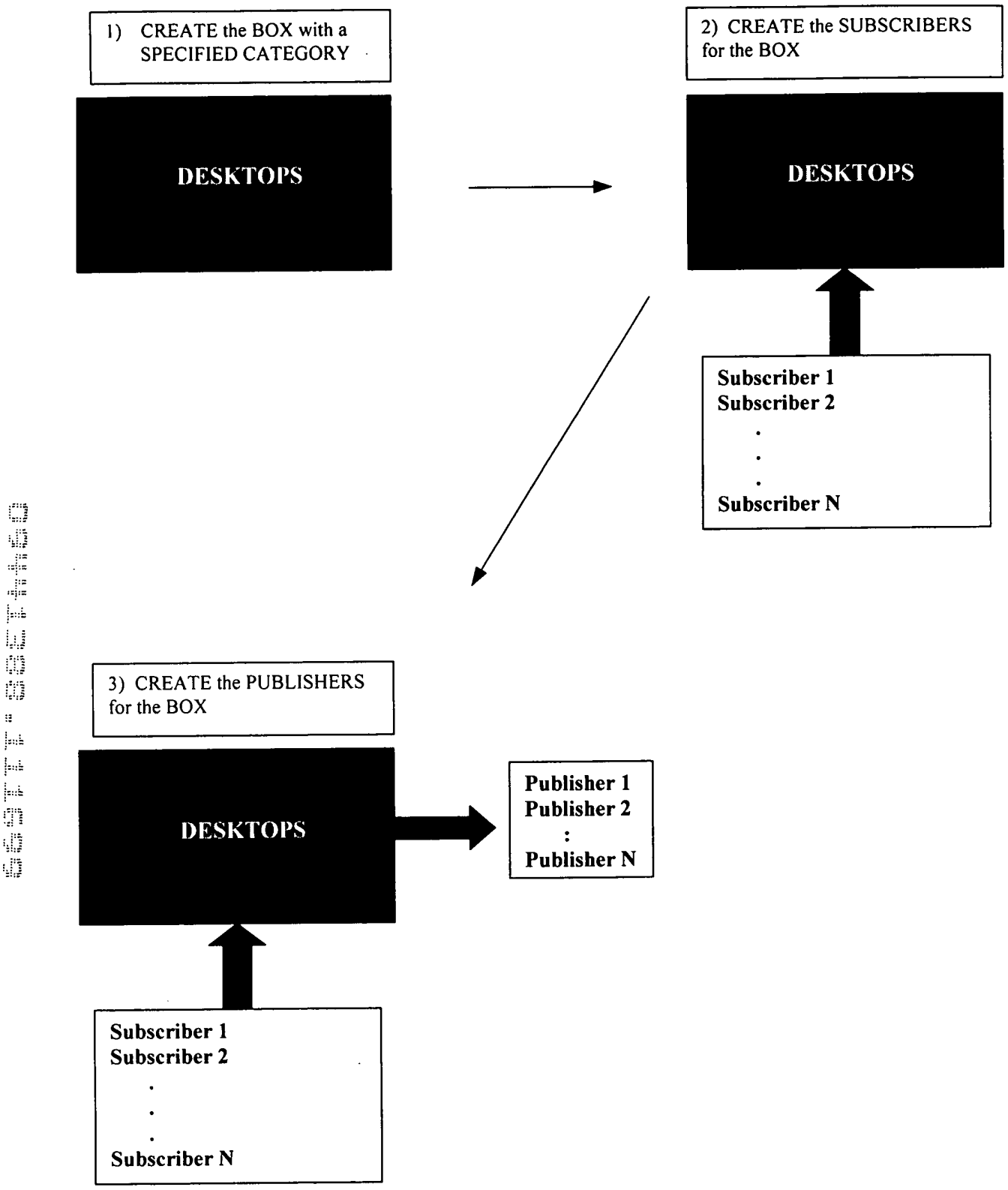
1) CREATE the BOX with a SPECIFIED CATEGORY
DESKTOPS
2) CREATE the SUBSCRIBERS for the BOX
DESKTOPS
Subscriber 1
Subscriber 2
.
.
.
Subscriber N
3) CREATE the PUBLISHERS for the BOX
DESKTOPS
Publisher 1
Publisher 2
:
Publisher N
Subscriber 1
Subscriber 2
.
.
.
Subscriber N

FIG. 46